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AIR CONDITIONING AND REFRIGERATION News

Issued Every Monday at
450 W. Fort St., Detroit 26, Mich.

September 22,
1947

32, No. 4, Serial No. 966
Published 1947

DETROIT

INSIDE DOPE

by GEORGE F. TAUBENECK

Muscles for Sale

The Voice of Experience
Never Trust a Southpaw
No Hole in His Head
Calm Down, Brethren
Too Parched to Hit
Hasty Conclusions Lead
To Forlorn Retreats

Muscles for Sale

Steve O'Neill, the present manager of the Detroit Tigers, fancies himself as being a good "scout" of raw baseball "material." And he is a "good scout," too, in more ways than one.

Steve has worked for many major league clubs, and he has a reputation for signing up youngsters who become big-league stars—and getting them for "peanuts."

One year when O'Neill had brought up a pitcher, third baseman, and centerfielder "from nowhere" at a total cost to the club of \$150, a sportscribe for a national weekly magazine cornered him and demanded:

"How do you do it? What's your secret? Boston pays \$200,000 for three players who can't carry the gloves of your signed-for-a-song rookies. Where do you find those boys?"

"Well, I'll tell you," replied Steve, with a straight face. "In the winter months, my wife and I like to ramble around the country in an old car. Frequently, we get lost on a country road, and I have to climb over a barbed-wire fence to inquire directions from a boy-behind-a-plow. If he points toward the next town with his finger, I don't sign him."

The reporter was mystified.

"Don't get the connection," he gurgled.

"Ah-h-h!" sighed the Tiger manager, "you wouldn't. If the farm lad points with his plow, he's a boy we want."

The Voice of Experience

Because the wealthy owner of the Boston Red Sox, Tom Yawkey, has spent more money for seasoned stars than any other club-owner in American League history, Manager Joe Cronin's major problem has been: The Care and Feeding of Prima Donnas.

Joe has fed them well, and he has housed them well. Incidentally, his acid tongue has punctured some ballooned egos which were long overdue for that sort of treatment.

During an extended "western invasion" which wasn't hitting on all cylinders (four won, seven lost) Cronin picked up a Boston newspaper and read:

"Joe Blow, a Red Sox outfielder, has recently become the proud father of a bouncing baby boy. His nursery is wired for sound, so that any cries can be heard by Joe or his wife in every room of their sumptuous home."

Cronin took a clipping of this item along to the pre-game conference that afternoon. Inasmuch as almost every character who was present had at least one child, Joe knew he was on safe ground. So he read the clipping.

"All right, fellas," grimaced Cronin, "is that his first baby, and how can you tell? Let's play ball!"

The shamed outfielder-father hit three-for-four, drove in five runs, and won the ball game.

Never Trust a Southpaw

But that sort of luck can't hold a candle to the ill fortunes of Nick Etten, who was one of the few, forlorn remaining New York Yankee

(Continued on Page 12, Column 3)

What Is the Profit Picture In the Locker Field?

Is the refrigerated locker plant profitable? If so, what parts of the business account for the biggest share of the profits? What are the present problems of the business; and what is its future?

Fortune magazine, the \$1-a-copy publication that specializes in intensive surveys on various fields of business endeavors, sought the answer to these questions in one of the main articles in its September issue.

AIR CONDITIONING & REFRIGERATION News publishes, with permission, excerpts from the Fortune article on pages 24 and 25 of this issue. (Other articles especially pertinent for those interested in the locker and home freezer field on pages 10, 11, 16, 17, 18, and 19.)

Frank Haag Directs Jahco Hermetic Sales

CLEVELAND—Frank A. Haag, who for the past 16 years has been intimately associated with the refrigeration industry in production, engineering, and sales capacities, has joined the sales staff of Jack & Heintz Precision Industries, Inc., Edward R. Legg, vice president in charge of sales, has just announced.

With Jack & Heintz, Mr. Haag assumes full charge of sales application work on the hermetically-sealed refrigeration compressor manufactured by the company.

Immediately following his graduation in mechanical engineering from

(Concluded on Page 28, Column 2)

Fiberglas Labels Anti- Trust Charges 'Baseless'

TOLEDO, Ohio — "Anti-trust charges brought by the government against the Owens-Corning Fiberglas Corp. are baseless," Harold Boeschstein, president and general manager of the firm, has declared.

"We are at a loss to understand the reasoning of the government in filing anti-trust proceedings against our company," he stated.

The U. S. Justice department charges that Owens-Corning violated the law by participating in a patent

(Concluded on Page 28, Column 4)

Police Pick Up Pointers From Man Picking Up Refrigerators

MIAMI, Fla. — Appliance dealers would find Lester M. McCollister a handy chap to have around for lifting refrigerators and washing machines—except that he'd be apt to "lift" such items in more ways than one.

Nobody has figured out how he does it, but the little fellow (129 pounds) modestly admits he can pick up heavy appliances with the greatest of ease.

The only trouble is that Lester gets carried away with his work—or, more aptly, the work gets carried away with him. It seems the mighty mite has a mania for walking out of homes with owners' appliances. (Indicating that appliances must still be pretty scarce in these parts—see Letters page.)

When recently accused of stealing a 9-cu. ft. refrigerator, Lester readily confessed he had carried it off all by himself. Four husky policemen wrestled the unit across a room to show Lester he couldn't have done it. Lester insisted he had, but declined to reveal the secret of his prowess.

'Up To Suppliers To Lower Prices' Retailers Aver

Congressional Committee Hears Story of Decreasing Profits In Boston Hearing

BOSTON—Local retailers are not in favor of present high prices but it will be up to their suppliers to start a downward trend, a Congressional sub-committee investigating soaring prices heard here.

Their own markup now is so low that they cannot trim prices without first having the cost of the goods they buy decreased, representatives of local department and specialty stores told the committee.

Malcolm P. McNair, professor of marketing at the Harvard Business School, added his voice to those of the retailers. He offered the committee statistics compiled from 30 Massachusetts stores covering business for the first half of the year.

According to Prof. McNair's survey, these stores reported a 9% increase in dollar sales and a 36% decline in net profit after taxes. Payrolls had risen 13% and mark-downs had increased 53%. Unit transactions were down 3%.

Specialty stores, especially those dealing in women's apparel and accessories were hardest hit, his survey indicated.

Typical comments from retailers on the price situation were:

"Our half year markup was the smallest in our history. If the officers of our company had received no compensation for their services in the half year, the retail price of a \$1 article of merchandise could have been cut only 29/100 of a cent with-

(Concluded on Page 28, Column 3)

A. G. Barkow Mfg. Co. Buys Out Ben Bar Sales, Inc.

MILWAUKEE—August G. Barkow, president of the Aug. G. Barkow Mfg. Co., has just announced the purchase by his company of Ben Bar Sales, Inc. of Milwaukee, manufacturer of the Ben Bar home freezers and milk coolers.

Barkow was formerly vice president and general manager of Ben Bar and had been responsible for the design and production of the company's line of vertical-type home freezers.

All of the former company's key personnel in engineering and production have been retained by the Barkow Co., and Harry J. Jessel will continue to direct the activities of the company's distribution forces as sales and advertising manager.

The purchase included all work in process, materials, jigs, tools, dies and production machinery together with good will and exclusive use of the trade-name. Production is now under way in the Barkow plant at 2723 South 31st St., Milwaukee on the F-14 and D-17 freezers, and Barkow declared that the company's line is soon to be expanded with models of milk coolers, bottle coolers, walk-in coolers, and display cases.

Many Large New York Stores May Maintain Reg. W Terms

NEW YORK CITY—Credit terms on refrigerators now required by Regulation W will be continued by most large house furnishings stores after that regulation expires on Nov. 1, one chain store executive here has predicted.

He granted, however, that some smaller outlets around the country will ask only a 10 to 20% down payment with 24 to 30 months to pay.

Household Unit Sales In July Dropped Slightly

NEW YORK CITY—World sales of household electric refrigerators in July by the 11 manufacturers who report their sales to the Household Refrigeration Section of Nema totaled 277,700 units.

This is a slight decrease from the 291,464 units reported in June and is also under the figure for May.

Total world sales for the first seven months of 1947 hit 1,754,891 units.

A summary of sales by sizes of cabinets shows the 7-cu. ft. model to be far out in front, with slightly more than 1,000,000, or more than half of those sold, being in the 7-cu. ft. category. Next most popular size was the 9 and 10-cu. ft. models.

Include Appliances In Mortgage Terms, Arizona Amvets Ask

PHOENIX, Ariz.—A bill providing for the inclusion of refrigerators, coolers, and other appliances within the terms of a realty mortgage will be brought before any special session of the Arizona legislature called by Gov. Sidney P. Osborn, a letter from the governor to the state department commander of the American Veterans of World War II, indicated.

At the present time, state law forbids the inclusion of such property in realty mortgages.

A bill covering this point was introduced at the last regular session of the legislature but no action was taken on it, it was reported here.

A. O. (Tony) Jones, Amvets commander, requested the governor to include the bill in his call for a special session, pointing out that it would make home financing for vet-

(Concluded on Page 28, Column 4)

Household Refrigerator 'Kits' Exhibited at Reco Export Preview In N. Y.

NEW YORK CITY—Featuring its line of "packaged" refrigeration and ice-making equipment, including household refrigerator "kits" for export, Refrigeration Engineering Corp. of Philadelphia recently staged a preview of its products here for more than 300 exporters and dealers.

Exporters were especially interested in the household refrigerator kits, the company reports. These kits contain the complete components which enable overseas manufacturers to fabricate household refrigerators

(Concluded on Page 4, Column 5)

Liquid Carbonic Sells, Leases Illinois Plants

CHICAGO — In order to release funds used in the construction of plants here and at Morrison, Ill., for other expansion purposes, the Liquid Carbonic Corp. has sold those plants to the Northwestern Mutual Life Insurance Co. of Milwaukee and has leased them back for a period extending up to 80 years, the company has announced.

The buildings were sold for \$2,700,000, it was reported. The deal for the Morrison plant has been completed and arrangements covering the Chicago building are expected to be wound up soon.

Liquid Carbonic Corp. makes ice cream cabinets and the Frostair refrigerator at Morrison and soda fountain equipment here.

Shortages Keep Westinghouse Allocating Goods

Steel Crisis May Continue Into Next Year, Preventing Output from Hitting Peak

NEW YORK CITY — Although Westinghouse production of major appliances this year will be 10% greater than in 1941, allocations to distributors will not be dropped "until some undetermined period next year," J. H. Ashbaugh, vice president of the appliance division, was reported to have stated last week.

This prediction was echoed in Pittsburgh recently by T. J. Newcomb, sales manager of the company's appliance division, who told members of the Electric League of Western Pennsylvania that the supply of appliances in 1948 will be little better than this year.

Over-all production of the appliance division this year, however, will exceed the 1941 level by 54%, Mr. Ashbaugh declared, refrigerators, ranges, water heaters, and automatic washers being the hardest hit. In the first eight months of this year, Westinghouse has turned out 1,305,143 appliances of all kinds, he said.

Steel shortages have prevented the company from reaching capacity operations, pointed out Mr. Ashbaugh.

"Steel is still very critical, and, from every indication will continue to be for the balance of this year," Mr. Newcomb said. "Those in the know predict that there will be no relief in the first quarter of next year, and maybe not in the second. Many authentic sources go so far as to prognosticate that 1948 will be little, if any, better than 1947."

'Circuit Saturation' Seen Limiting Factor

PITTSBURGH—Warning that the electrical appliance field may reach a limiting factor of "circuit saturation" because we will have sold all of the appliances that our existing wiring circuits will allow our electrical energy to operate, T. J. Newcomb, Westinghouse appliance sales manager, urged a unified effort to see that adequate wiring will be provided in addressing the Electric League of Western Pennsylvania.

The National Adequate Wiring Bureau program is supported by five national organizations: Nema (manufacturers); Nema (wholesalers); Neca (contractors); EEEI (utilities); and IAEL (electric leagues).

"In spite of this program," said Mr. Newcomb, who is chairman of the bureau's executive committee, "the industry is far from unified, because each individual group is not thoroughly organized to support the bureau on national lines. The Adequate Wiring Bureau, for example, has set up national standards for wiring certification so home town bureaus may use them. These standards necessarily are a compromise, and therefore at a minimum."

"Nevertheless, there are still many local groups whose standards, set up by them, do not meet even these national standards."

Biggest problem in the Pittsburgh area, reported Paul L. Heath, league manager, is in handling commercial refrigeration and air conditioning.

With 108 volt rating general throughout the downtown Pittsburgh area, poor wiring may pull the voltage below that figure and compressors may often stop operating.

"It means in most cases of commercial refrigeration," says Mr. Heath, "that a re-wiring job is needed at the entrance and in running additional circuits."

New York Reconditioning Firm Will Enter Servicing Field

NEW YORK CITY—Appliance Production Corp., large refrigerator reconditioning firm here, has entered the refrigeration service field, Malcolm B. Hendelman has announced.

Mr. Hendelman stated that the firm is now doing all types of complete overhauls, including spraying, unit repairs, and hardware replacement for the trade. It is also doing apartment house servicing locally, he added.

Anchor Distributing Adorns Offices with Photo Murals

PITTSBURGH—The Anchor Distributing Co. has just completed modernizing and air conditioning its showrooms and offices at 955 Liberty Ave. here.

New lighting, modernistic shadow box display arrangements, and photo murals picturing Anchor's chief suppliers are featured in the ground floor showrooms.

\$1 Million Fire Guts Appliance Warehouse

ATLANTA—Refrigerators, electrical appliances, radios, furniture, and other products valued at \$1,000,000 were lost in a fire which destroyed a huge warehouse of Peaslee-Gaulbert Corp. here recently.

Losses suffered by Admiral Refrigeration & Radio Corp., which also occupied the block-long, four-story building, were not determined. Damage was estimated at \$500,000.

Peaslee-Gaulbert is a large distributing firm with branches throughout the south handling a wide variety of products besides appliances, such as rugs and carpeting, glassware, chemicals, paints and varnishes, etc.

The fire was discovered after the warehouse had been closed for the day, and the firemen prevented spread of the flames to the basement where paints and chemicals were stored.

Peaslee-Gaulbert's lease on the warehouse expires next year, and the company already has plans for putting up a new building.

Cancel Order If Mfr. Ups Price, NRDGA Group Told

NEW YORK CITY—Dealers should cancel orders if manufacturers raise prices on confirmed orders, asserted Daniel Van Dyk, president of D. M. Read Co. of Bridgeport, at the Smaller Stores Clinic conducted in Hotel Pennsylvania here recently by the National Retail Dry Goods Association.

A member of the discussion panel. Mr. Van Dyk told the 350 retailers present that his store was refusing to accept price boosts on signed orders, even those from a manufacturer who was a close personal friend.

"In only canceling I think we have been nice about it," he declared. "What we should do is sue them."

The principle involved, says Mr. Van Dyk, in such violation of contracts is more important than doing business or making a profit.

Only a comparatively few manufacturers, he admitted, have so far attempted to raise prices on signed orders.

G-E Renews Fair Trade Pledge to Dealers In Traffic Appliances

NEW YORK CITY—Expressing satisfaction with its fair trade agreements on prices of small appliances, General Electric Co. has informed its dealers that it will "maintain the integrity of these agreements and enforce compliance with them by all means at our disposal."

G-E's thinking on the problem was revealed in a recent letter to traffic appliance dealers in this area from Charles W. Theelen, assistant manager of small appliances.

"We believe the fair trade agreements have been successful and have contributed substantially to the success of the business," said Mr. Theelen.

The fair trade agreements were entered into a little more than a year ago and cover automatic blankets, clocks, fans, heating devices, heating pads, heat lamps, portable heaters, and sun lamps.

Purpose of the letter, Mr. Theelen told dealers, "is to recall to your attention the existence of these fair trade agreements and to bring them to the attention of those of you who have not already been aware of them."

"I should like to advise you also that it is our firm intention to maintain the integrity of these agreements and to enforce compliance with them by all means at our disposal where it may be necessary to do so. This should be a reassurance to the vast majority of dealers who are in good faith maintaining the minimum prices so established," Mr. Theelen said.

Dept. Store Sales Reflect No Change In Sept. 6 Week

WASHINGTON, D. C.—Although department store sales for the week ending Sept. 6 showed no change, on the national average, over the like period last year, fluctuations were noted in all Federal Reserve districts, a report issued recently by the Federal Reserve Board indicated.

Sales gains were reported from Boston (2%), Cleveland (2%), Chicago (9%), St. Louis (1%), and San Francisco (1%). Declines were observed in New York City (3%), Philadelphia (3%), Richmond (15%), Kansas City (1%), and Dallas (8%).

Chicago Assn. Plans Fall Campaign To Promote Use Of Electric Appliances

CHICAGO—Plans for an industry-wide promotion sponsored by the Electric Association of Chicago to stimulate sales of electrical appliances and electrical supplies this fall in Chicago and suburbs have recently been completed.

Spearheading the program will be a \$60,000 advertising campaign and public contest in which electrical appliances with a total value of \$10,000 will be awarded as prizes.

The activity will be known as the "Fall Salute to Electrical Living" and nearly 400 appliance dealers will participate. Electrical manufacturers, distributors, jobbers, contractors, and utilities are cooperating to make the event a success.

The "Fall Salute" has three principal objectives: (1) To create store traffic and prestige for member dealers of the Electric Association; (2) to develop sales prospects, and (3) to stimulate public thinking on the desirability of electrical appliances for the home. It is being financed by members of the association.

Special demonstrations, window and interior displays will be featured by appliance dealers throughout the promotion. A series of classes in modern display methods is being held this month under the tutelage of Robert O. Johnson, display director of Commonwealth Edison Co.

Entrants in the \$10,000 contest will complete, in 50 words or less, the statement, "I Want to Live Electrically Because..." The first advertising will be released early in October and the competition will end Nov. 15.

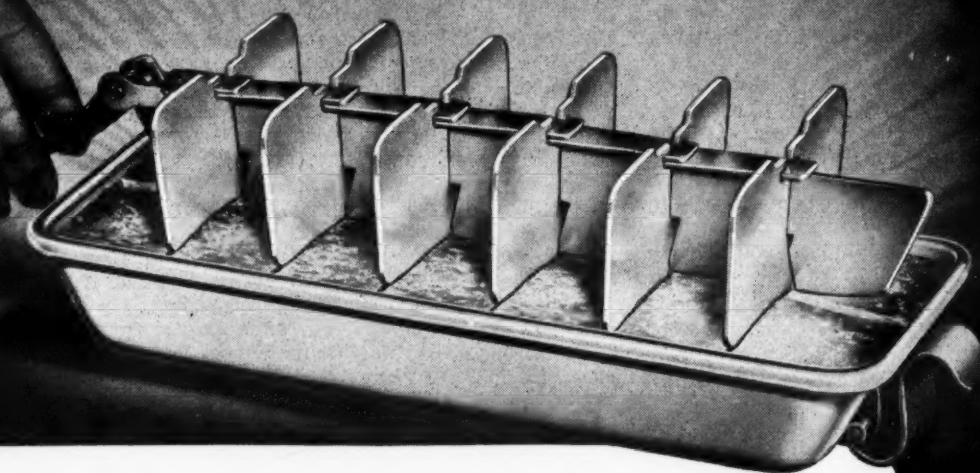
Metropolitan and community newspaper space, billboards, car cards, and spot radio and television announcements are included in the schedule. J. R. Pershall Co. is the advertising agency.

General chairman of the "Fall Salute" is Axel H. Kahn, district manager, General Electric Supply Co.

Distributor Named for Lewyt Vacuums In N. E. New England

BOSTON—Appointment of Northeastern Distributors, Inc. here as distributors of the Lewyt vacuum cleaner in northeastern New England has been announced by George Cohen, Northeastern's general manager.

First Choice FOR TOP PERFORMANCE!



THE NEW INLAND HANDI-CUBE TRAY

(Available with or without pan lifter shown)

Handsome! Handy! Husky! That's the new Inland Handi-Cube Tray with aluminum grids.

A light finger touch on the plastic pan lifter instantly frees the pan from the freezing compartment.

A finger-tip lift on the releasing lever immediately delivers any number of full-sized ice cubes.

And the special mechanism is designed for durability as well as efficiency... gives permanent ice cube releasing service.

You simply can't beat this remarkable combination of good looks and performance. That's the reason the new Inland Handi-Cube Tray is hitting new highs in popularity and sales appeal.

For full particulars and prices, write to—

INLAND MANUFACTURING DIVISION, General Motors Corp., Dayton, Ohio



BUT...

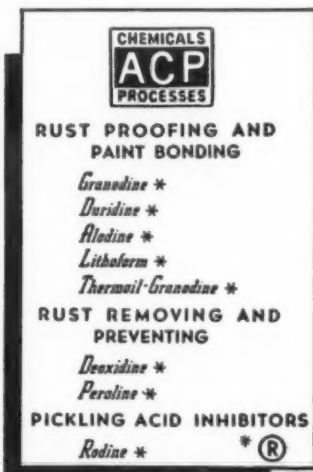
In retrospect, it appears hazardous and plodding. Today, business and industry demand speed, efficiency, and positive results. In the field of light metals

Alodizing With

Alodine

is the modern answer to the old problem of protecting aluminum and conditioning it for paint.

ALODIZING is completed in from 30 seconds to 2 minutes. It requires no expensive electrolytic equipment—no special skills. Coating and sealing are achieved simultaneously—in a chemical bath. Except for the "ALODIZING" tank, which must be of stainless steel, only mild steel equipment is needed. Aluminum fabricators who want maximum protection of painted or unpainted surfaces—speed—simplicity—economy—reduced handling—specify "ALODINE".



AMERICAN CHEMICAL PAINT CO.
AMBLER PENNA.

Dealers Enthusiastic over Frigidaire Plan for Hiring, Training, and Compensating Salesmen!



The Frigidaire plan for hiring, training and compensating salesmen has been tried and proved for more than a year by Frigidaire dealers from coast-to-coast. Today, as each dealer realizes the increasing need for a steady, efficient, dependable sales force—the soundness of this plan becomes more evident than ever before. For instance:

Selecting and Hiring the Frigidaire way makes it possible to separate the better men right at the first interview.

Orientation the Frigidaire way make every salesman feel he's an important member of the selling team.

Training the Frigidaire way gives the dealer everything he needs in charts, slide films, manuals, information and instructions to help him train good salesmen to be even better.

Supervision the Frigidaire way is liked by salesmen because it makes them more productive, more profitable to themselves and the dealer.

Compensating the Frigidaire way tells the salesman, *before he starts to work*, how much he can expect to receive weekly, monthly and yearly: in salary, commission and bonus. And . . . tells the dealer what his sales cost will be on any number of sales at different rates of compensation.

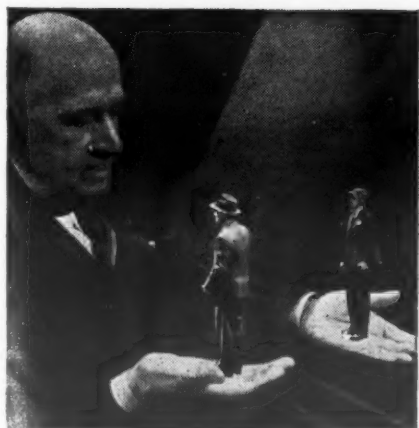
So, here again, is another example of why Frigidaire is recognized as the leader. It's this everyday thinking of the welfare of Frigidaire dealers and salesmen that makes appliance people everywhere agree that you can *Depend On Frigidaire To Do Things RIGHT.*

Compensating Salesmen. New "Frigidaire Compensation Selector" tells the dealer in seconds what the salesman will earn and what the dealer's cost will be on any number of sales, and at any percentage. Here George Plumly, of Appliance Sales Dept., uses an enlargement in explaining it to field and factory personnel.



More Than 8,300 Figures are on the "Frigidaire Compensation Selector." Two men worked 500 hours and made 50,000 calculations to arrive at them. The "Frigidaire Compensation Selector," considered the most ingenious, yet simple device of its kind ever invented, was produced solely as a help for Frigidaire dealers.

*Depend on
FRIGIDAIRE
to do things **RIGHT!***



Selecting Salesmen is less of a gamble when done the Frigidaire way. The guesswork is taken out of it by analysis which points up the most likely prospects.



A National Survey among Frigidaire dealers brought out the facts on what makes a good salesman "good"—a poor salesman "poor." C. S. Trigg and P. J. Barnaby, Appliance and Commercial Product Promotion Mgrs., check the findings which were used as a guide in producing the new hiring and training program for Frigidaire dealers.



Frigidaire Sales Promotion puts major emphasis on informing its people. Here, L. A. Clark, Asst. General Sales Mgr., explains to factory and field personnel at a recent meeting that 78% of Frigidaire's budget is spent on training and informing activities.



Hiring the Right Man is easier the Frigidaire way. By questions and answers, dealers select those men who have the capacity for being profitable to them.



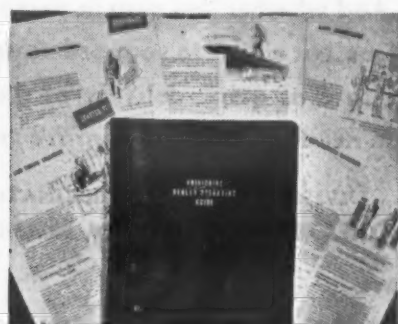
Individual Supervision is uppermost in Frigidaire training. Dealers are shown that by this method good salesman are kept on the force.



Training Salesmen is a never-ending job with Frigidaire and its dealers. Exchange of ideas form the basis for many new selling techniques.



Visual Training is a basic procedure at Frigidaire. Here a dealer explains the dependability of Frigidaire Ranges in a manner readily understood.



The "Dealer Operating Guide" is a book of information for dealers. Information such as this gives the dealer data to assist him in running his business.

You're twice as sure with two great names

Frigidaire made only by **General Motors**

... Announcing—



OUR
complete line
OF
Polar Doors
FOR
COOLERS • FREEZERS
SHARP FREEZERS
AND
SUPER FREEZERS

↓
AVAILABLE FOR
IMMEDIATE
DELIVERY!

↑
and our new
Polar
FREEZER CABINETS—
In 4 standard sizes
or built to your
requirements.

WRITE FOR FULL
PARTICULARS AND
YOUR DISCOUNTS

New Catalog Sent on Request

REFRIGERATION ENGINEERING COMPANY
220 FOSHAY TOWER MINNEAPOLIS 2, MINN.

Druggist Uses Candy Refrigerator To Beat Summer Heat, Up Sales

DENVER—An 800% increase in the sale of popular packaged chocolates has been effected by the Weiss Drugstore at 5001 East Colfax Ave. here, since owner Fred Weiss installed a custom General Electric candy refrigerator in the center of the store.

Formerly, when hot weather appeared, the Weiss concern, a new \$15,000 store, closed off its stock of packaged chocolates until the summer months were over. Only a few boxes were kept on hand in the store's storage refrigerator.

In the past summer, however, six dozen packages of leading chocolates were kept in a novel G-E candy refrigerator in the center of the sales floor. This consists of a two-door refrigerated cabinet, with two 6-cu. ft. sections in which from 6 to 8 dozen chocolate packages are always maintained at from 40 to 50° F. On top of the case are three tiers of illuminated shelving which show 11 choices of packaged chocolates, all "empties" with prominent price tags attached. Customers choose the chocolates from these "samples" while actual delivery is made from the two compartments in the lower part of the refrigerator.

To attract further attention, signs in the windows read "Come in and see the most modern refrigerated candy department in the entire world."

Nema Summary for July and First Seven Months, 1947

Complete Refrigerators Only
(Lacquer and Porcelain Exterior Cabinets) (Advertised Sizes)
JULY

Sizes	Domestic (48 States and D.C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft.	119	119
2. 4 cu. ft.	223	28	251
3. 5 cu. ft.
4. 6 cu. ft.	27,652	451	2,754	30,857
5. 7 cu. ft.	112,579	834	7,725	121,138
6. 8 cu. ft.	42,508	274	1,515	44,297
7. 9 and 10 cu. ft.	75,994	12	5,032	81,038
8. 11 and 12 cu. ft.
9. 13 cu. ft. and up
10. Total	259,075	1,571	17,054	277,700

FIRST SEVEN MONTHS

Sizes	Domestic (48 States and D.C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft.	984	12	996
2. 4 cu. ft.	9,763	1	2,443	12,207
3. 5 cu. ft.
4. 6 cu. ft.	170,552	854	9,928	181,334
5. 7 cu. ft.	943,981	6,364	65,227	1,015,572
6. 8 cu. ft.	216,479	758	8,991	226,228
7. 9 and 10 cu. ft.	302,228	844	15,478	318,550
8. 11 and 12 cu. ft.
9. 13 cu. ft. and up	4	4
10. Total	1,643,991	8,821	102,079	1,754,891

Participating companies: Admiral Corp.; Crosley Div., AVCO Mfg. Corp.; The Coolerator Co.; Hotpoint, Inc.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Nash-Kelvinator Corp.; Norge Div., Borg-Warner Corp.; Seeger Refrigerator Co.; Westinghouse Electric Corp.

Sales-by-States for Distributors & Dealers In 6 Months of 1947

States	Unit Sales
Alabama	14,461
Arizona	5,527
Arkansas	9,665
California	93,220
Colorado	11,534
Connecticut	23,045
Delaware	2,779
District of Columbia	14,687
Florida	20,124
Georgia	22,253
Idaho	4,776
Illinois	86,072
Indiana	38,428
Iowa	23,878
Kansas	11,664
Kentucky	15,251
Louisiana	15,392
Maine	6,244
Maryland	18,757
Massachusetts	38,260
Michigan	63,182
Minnesota	26,614
Mississippi	9,004
Missouri	40,035
Montana	4,376
Nebraska	12,915
Nevada	2,328
New Hampshire	4,469
New Jersey	52,012
New Mexico	2,756
New York	137,462
North Carolina	21,809
North Dakota	4,178
Ohio	83,891
Oklahoma	13,592
Oregon	16,760
Pennsylvania	97,484
Rhode Island	10,850
South Carolina	10,216
South Dakota	4,766
Tennessee	23,407
Texas	61,197
Utah	6,668
Vermont	2,322
Virginia	19,567
Washington	23,130
West Virginia	16,718
Wisconsin	29,963
Wyoming	1,947
Total United States	1,279,635

The unit sales figures shown on this summary are not *Factory Sales*. They are *Distributor and Dealer* sales of participating companies.

Bendix Suggests \$199.50 Price To Cover Standard Ironer

SOUTH BEND, Ind.—Making a bid for the "middle income" market, Bendix Home Appliances, Inc. has announced a suggested retail price of \$199.50 on its standard model automatic ironer.

N. D. Craighead, manager of the ironer division, stated that the standard model ironer is identical in performance with the deluxe model.

Ironite Sets Increase of \$10

MOUNT CLEMENS, Mich.—A \$10 increase in the price of the Ironite automatic electric ironer has been announced by the Ironite Co. here. The new \$209.95 applies throughout.

New Refrigerator 'Kits' Seen at Reco Preview --

(Concluded from Page 1, Column 4)

in sizes from 4 to 10 cu. ft.

Included in them are 1/4 and 1/2 hp. air-cooled, open, "Freon-12" condensing units, evaporator coils, hardware, gasketing, interior lighting, drip tray, etc.

Importers and foreign governments are said by the company to favor the importation of refrigerator components because it promotes local industry, greatly reduces freight costs which are determined by the cubic displacement of the equipment, permits savings in import duties and tariffs, and provides refrigerators for countries where imports are banned.

Besides the kits, suggested refrigerator cabinet designs are also supplied by the manufacturer.

Dealer interest at the showing was centered largely on the company's new prefabricated aluminum clad refrigerated warehouses and packaged refrigeration systems.

Displays also provided information on Refrigeration Engineering Corp.'s commercial block ice plants, "junior" bulk ice makers, gasoline engine-driven refrigeration systems, and packaged cold storage warehouse equipment sets.

PURO
Electric
WATER COOLERS

BRANCHES IN PRINCIPAL CITIES
MAIN OFFICE
440 LAFAYETTE ST., N.Y. 3, N.Y.
PURO FILTER CORP.
OF AMERICA

DRINKING WATER SPECIALISTS
FOR 30 YEARS

HEAT TRANSFER EQUIPMENT

MARLO
COIL COMPANY

SAINT LOUIS, MISSOURI

AVAILABLE AT COST!
NEW, CARRIER
REFRIGERATION UNITS

Built to U. S. Navy specifications for hot tropical conditions.

Wide Range of Utility:

- Frozen Food Storage
- Sharp Freezing
- Fresh Meat Storage
- Ice Storage
- Air Conditioning, etc.

All units in original packing

Refrigeration Sales & Service
57 Spring Street, Rochester 8, N. Y.

Perfect Control...

Yes Sir...for perfect control in maintaining your reputation for quality repair work, stock up on Kelvinator refrigeration parts and supplies.

There's a complete stock to fill any and all of your requirements at one of Kelvinator's 50 parts and supplies depots—quality products that are built to standards you can depend upon.

And whether you stop in personally, or mail or phone in your order, you can be sure of quick delivery of the part you need—and at a competitive price.

DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Kelvinator

CONDENSING UNITS
REFRIGERATION PARTS AND
SUPPLIES



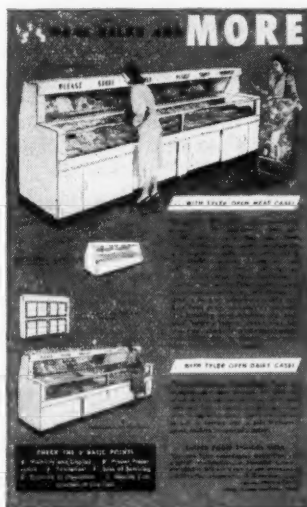
BUY KELVINATOR FOR ALL YOUR REFRIGERATION REQUIREMENTS



NATIONAL MAGAZINE ADVERTISING

Left, half-page ad in a September issue of Saturday Evening Post. Other ads selling HARDER-Freez, and Tyler, are carried regularly in Better Homes & Gardens, Country Gentleman, Farm Journal, Progressive Farmer, Field & Stream, Outdoor Life, as well as in the Post—make almost 100,000,000 contacts with potential buyers!

TRADE PAPER ADVERTISING



One of the two-page, two-color spreads which highlight the 1947 Tyler campaign in major food-store magazines. Other powerful ads run in magazines reaching restaurants, bars, taverns, hotels, bakeries, locker plants, and institutions—over 5,000,000 Tyler messages!

COMPLETE SALES HELPS

New Manual at right, the Tyler service man's bible—one of many sales and service helps. Others include Sales Manual, complete literature—with a recent trend to full color—stuffers, signs, posters, newspaper mats.

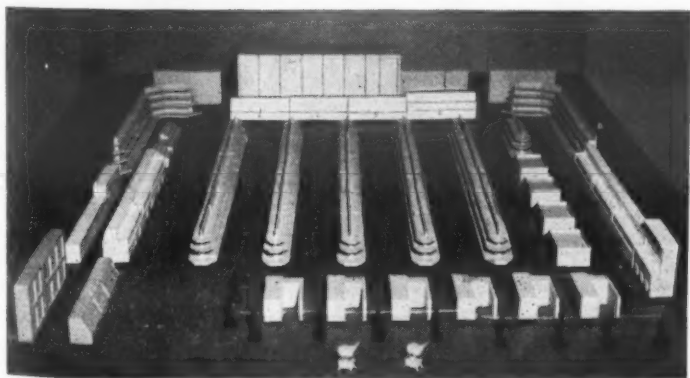
TYLER Parts Catalog and Service Manual



Tyler Fixture Corporation • • • Niles, Michigan

STORE PLANNING ASSISTANCE

The new Tyler Store Planning Service involves setting up each proposed store with scale models of the proper Tyler cases in position, and the submission of photographs to the Agent and prospect for dramatic visualization. Scale Model sets and planning tables are also available to Tyler Agents. It's sales dynamite!



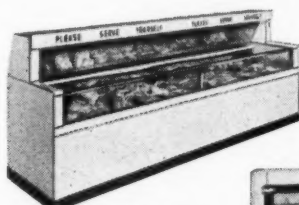
TYLER 20th YEAR HELPING YOU SELL

TWENTY YEARS AGO this month the late Jerry Tyler, with three employees in less than 1,000 sq. ft. of floor space, started the organization that today employs over 1,000 workers in over 400,000 sq. ft. of factory space in modern plants in Niles, Michigan, Cobleskill, New York, and Waxahachie, Texas.

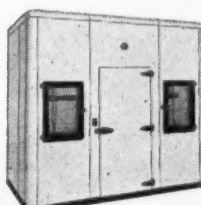
Tyler was first in the field to use welded-steel construction, first to employ modern assembly-line production methods, first to develop and sell steel-clad sectional Cooling Rooms, first to introduce Open, Self-Service Frozen Foods Display Cases, and first to take advantage of multiple plants in the manufacture of Commercial Refrigerators.

From the very first, a major Tyler policy has been to **HELP YOU SELL!** Tyler helps you beat competition with a pledge of quality welded-steel construction and outstanding value based on the best in engineering, design, research and mass-production—with two great lines covering food refrigeration in the store and in the home—with an alert and co-operative sales staff—with aggressive sales promotion and advertising.

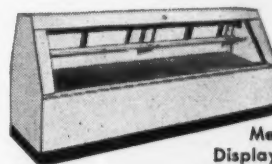
A few popular items in the complete Tyler line are shown below. For complete information write Tyler or see the Tyler Agent.



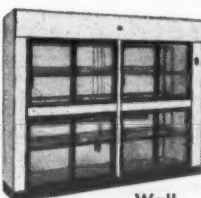
Open Meat and Dairy Case



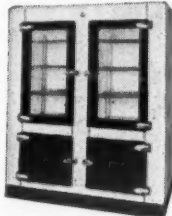
Sectional Walk-In Cooler



Meat Display Case

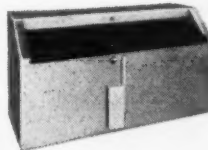


Wall Dairy Box



Reach-In Box

Dry-Kold Beverage Cooler



Frozen Foods Display Case

TWO GREAT LINES



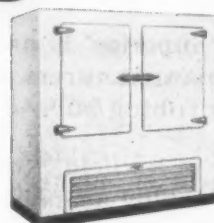
Center Aisle Type



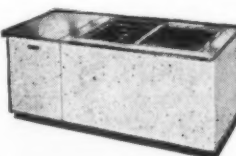
Wall Type

HARDER-Freez Home and Farm Freezers

18 cu. ft. Upright

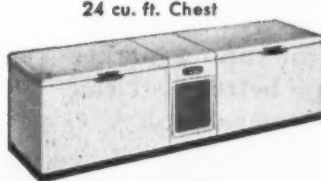


9 cu. ft. Upright



Chest Type

Utility Freezers for commercial use in sale of frozen foods, ice cream, etc.



24 cu. ft. Chest



12 cu. ft. Chest



SUB-AGENCIES AVAILABLE. If you would qualify as a Tyler Agent or Sub-Agent write Tyler today! Most territories are now allotted to Tyler Agents, but in many regions Sub-Agencies on the HARDER-Freez line are open through them, to those who meet the necessary sales, display, and service requirements. There is a vast market for this economical home freezer!

TYLER FIXTURE CORPORATION, NILES, MICHIGAN

**IT'S
TYLER
FOR FOOD REFRIGERATION**

see your **"DETROIT"**
WHOLESALE
for
Expansion Valves
Solenoid Valves
Controls

"DETROIT"

2810

DETROIT LUBRICATOR COMPANY General Offices: 5900 TRUMBULL AVENUE
DETROIT 8, MICHIGAN

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION
Canadian Representatives: RAILWAY AND ENGINEERING SPECIALTIES LIMITED, MONTREAL, TORONTO, WINNIPEG

"Detroit" Heating and Refrigeration Controls • Engine Safety Controls • Float Valves and Oil Burner Accessories
"Detroit" Expansion Valves and Refrigeration Accessories • Stationary and Locomotive Lubricators

EXPORT DEPARTMENT—Box 218, Ridgefield, New Jersey

Case Nets Druggist \$250 Weekly Ice Cream Sales

DENVER—A new Weber self-service frozen foods case is selling more than \$250 a week in bulk ice cream for the Republic Drugstore at First and Broadway here, including quarts at 39 cents, pints at 23 cents, and a long list of frozen ice cream bars, frozen fruit novelties, etc.

Because the management feared that ice cream sold in this way might detract from fountain sales, the display case was set up at the extreme front of the store, directly across the aisle from the main cashier. Here, where people pay for all purchases at the front of the store, the cashier suggests taking home ice cream whenever possible, and many additional sales are thus made.

Actually, installation of the self-serve ice-cream case has helped fountain sales, according to the Republic management. "Many people who enjoy an ice cream soda or malted milk at the fountain are so pleased by the cooling effect that they buy ice cream to serve later on at home," it was pointed out. "Sales volume seems to be spread evenly over the day, as much ice cream being sold in the morning as in the late afternoon. Volume has increased in both places since we made the installation."

A special display rack has been placed above the ice cream refrigerator, which offers insulated laminated bags for carrying home the ice cream at 5 cents. Although it contains 50 bags, this rack has to be constantly restocked.

Sunshine Bakery Installs 2 Small Reach-In Doors At Side of Walk-In To Reduce Traffic Load

AUGUSTA, Ga.—Vastly greater efficiency for a walk-in refrigerator is claimed by the Sunshine Bakery here, through equipping a new 10 x 8-ft. walk-in refrigerator with two cabinet doors at the side.

In designing the large refrigerator, which is used for ingredient storage, dough retarding, and low-temperature holding of various unbaked products, Owner B. Greenberg arranged for two 31 x 31-in. reach-in doors at the side of the cabinet—in which most often-needed ingredients and baked products are stored on 12 levels of shelving. With the inclusion of the two reach-in doors, it is seldom necessary to open up the walk-in box, according to Mr. Greenberg.

"This gives us uniform refrigeration throughout for materials under storage, and also means that the refrigeration compressor does not have to operate as often, he said.



tion throughout for materials under storage, and also means that the refrigeration compressor does not have to operate as often, he said.

Denver Baking Firm Cuts Losses from Stale Goods With 6-ft. Refrigerator

DENVER — Aggravating losses caused by staleness of unsold bakery goods have been completely eliminated at the Mary Ann Bakery here, since Owner William Allingham installed a new 6-ft. refrigerator in the retail store in which all more delicate pastries are displayed.

The new refrigerator, slanting up sharply from the floor, and containing three shelves and two porcelain-lined storage cabinets below, maintains a temperature of 50° F.

The case is built of plate-glass, with a modern stained wood trim. Most important contribution to better selling, according to Mr. Allingham, are two 4-cu. ft. porcelain-lined storage bins in the rear in which reserve stocks of fast-moving bakery specialties are kept.

"We have had no spoilage loss or staleness since we installed it," Mr. Allingham said, "and our customers appreciate the extra precaution."

E.H. White Leaves American Refrigerator To Start Firm

MINNEAPOLIS—Eugene H. White has resigned as assistant general manager of American Refrigerator & Machine, Inc. here, to establish a sales organization to operate in a five or six-state area in this part of the country.

The organization which he is setting up will act as manufacturers' representative in Wisconsin, Iowa, Minnesota, North and South Dakota, and possibly Montana, Mr. White stated.

Refrigeration Supplies Opens 3rd Branch Store on Coast

LOS ANGELES — Refrigeration Supplies Distributor here has announced the opening in El Centro, Calif., of its third branch store. A. A. Freeman of El Centro is branch manager. The store is located at 825 Main St.

Other branches of the firm are situated in San Diego and Long Beach.



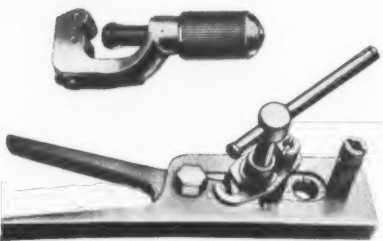
Like a powerful magnet, 'Superior' is proving a real attraction to the many manufacturers and servicemen who demand a better tubing buy.

A definite drawing power in its field, 'Superior' has come to symbolize copper tubing at its best, whether in straight lengths or coils 1" (O.D.) to capillary .093" (O.D.)

A large part of 'Superior's' pull in the tubing market is due to the fact that it is four ways better: is clean and bright, easy bending, seamless and really dry.

After summing up these product advantages, you, too, will want to say 'Superior' when specifications call for the 'tops' in copper tubing. Write Today for full details and colorful literature.

PENN TUBING IS "SUPERIOR"



"Superior"

TUBE TOOLS

For Flaring & Cutting
New, Different & Better

ORDER YOURS NOW

Write for New Literature

PENN

BRASS & COPPER CO.

ERIE, PENNSYLVANIA • Phone 35-111

ENGINEERED
to fit..

**FORGED FLARE NUTS
AND FITTINGS**

Prompt Shipment on most items

Electromatic

2100 INDIANA AVE CHICAGO 16 ILLINOIS

Distributor of Frozen Food Rents Out Cases To Grocery Stores

PITTSBURGH—B. F. Keenan, sales manager of Milrose Sales Co. here, a frozen food distributor, has inaugurated a cabinet rental plan of frozen food cases for retail stores.

In less than a week, eight cabinets have been installed. Forty will be in before October, he predicts.

Renting frosted food cabinets to independent and chain groceries is Mr. Keenan's idea to break the frosted foods bottleneck.

"Frosted sales can't increase," says Mr. Keenan, "until grocers have more space facilities. Equipment people have been getting little done in placing equipment, because the store operators say they can't afford to spend \$1,000 to \$1,500 for cabinets about which they know nothing.

Cabinet being rented is an Acco model, having six dividers in which are placed a 1½-in. expansion coil, refrigeration in the cabinet compartment and not in the sides, and a superstructure that is a separate unit, with mirror.

There is only one size of cabinet. It has a sliding Thermopane door, enclosed in steel.

"Rental," says Mr. Keenan, "is \$18 a month for 12 months. The first year, the grocer gets full credit on rentals toward purchase price of the cabinet. End of the second year he gets one-half the rental payment, because the cabinet is a year older.

"Length of the rental period is entirely up to the dealer. He is given every opportunity to purchase the cabinet during the initial three months period.

"Dealer may sell any type of merchandise he wishes from the cabinet, even though we own it."

In the rental sales campaign, orders are solicited in person without advance mailings. Cabinets are installed as orders are secured. On advance orders one man works full-time: 1) takes the order, 2) covers the cabinet installation, 3) places the merchandise.

Twenty-four hour service guaranteed for one year is handled by Valley Sales & Service, refrigeration contractor. Valley's man goes out before the cabinet is placed, checks the electric outlets, checks his recommendations with the dealer.

"We are in the frosted foods business to stay," says Mr. Keenan. "We have a considerable investment in frosted merchandise. And so our dealers will have room to display our Blue Goose brand, American Fruit is spending \$50,000 in the Pittsburgh market for newspaper and radio advertising on Blue Goose."

Mr. Keenan's rental program divided Pittsburgh into divisions. First installation was at White Grocery, 1715 Broadway, West Park. Second was at Boulevard Market, 1912 Crafton Blvd., Crafton, Pa.

"We have been very selective in our dealers," says Mr. Keenan, "slanting primarily to the independent grocer. We want to protect them. Our first cabinet was delivered Sept. 3.

"Our rental plan," says Mr. Keenan, "gives the grocer the privilege at any time of 1) buying the rented equipment, or 2) returning the cabinet if he is not satisfied. In returning the cabinet, naturally he forfeits his rental, or gets credit for the rental if he purchases, with no interest charges the first year.

"If anything happens to this cabinet, we are stuck with it," says Mr. Keenan, "not the dealer. It costs him only \$54 to experiment, not \$1,000 or \$1,500."

Mr. Keenan, a Birds-Eye man in 1933 when frosted cabinets had to be bought outright for \$1,500, has had the agency in the tri-state area for Acco frosted cabinets, made by Authorized Cabinet Co., New York City.

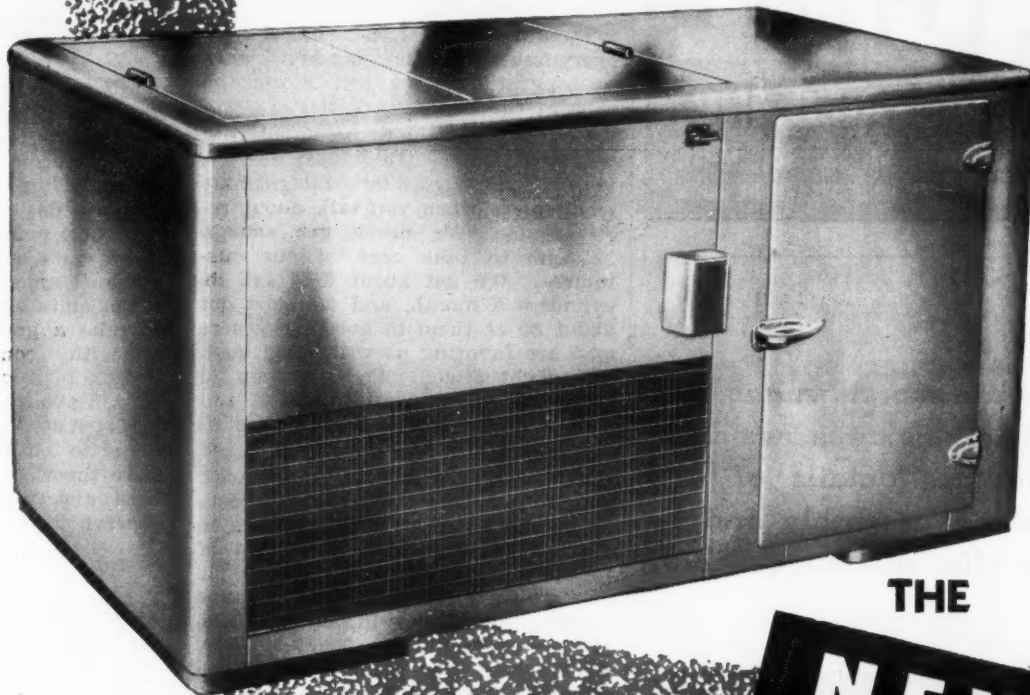
CLARK BRIDGMAN CO.
549 W. WASHINGTON BLVD.
CHICAGO 6, ILL.

Sales and Engineering
Product Coolers, Evap. Condensers
Air Conditioning, Liquid Coolers
Water Chillers, Heat Exchangers
Liquid Receivers

A. A. Reed, 14 Poplar Park, Pleasant Ridge, Mich.
R. R. Gregory, P. O. Box 184, Easton, Ill.
R. E. Kenney, 4243 Crocker Ave., Minneapolis, Minn.

At only \$385 retail

(factory)



THE ONLY COMBINATION
FOOD AND BEVERAGE
COOLER THAT CAN BE
OPERATED WET OR DRY

THE

NEW

Artkraft BEV-FOOD

**OFFERS PROBABLY THE LOWEST COST PER CUBIC FOOT
USABLE REFRIGERATION SPACE IN THIS SIZE RANGE
IN THE HISTORY OF COMMERCIAL REFRIGERATION**

**A high quality, self-contained 'plug-in' unit
Each compartment can be used entirely for dry refrigeration
Top opening of wet or dry compartment prevents
spill-out of cold.**

SUCCESSFULLY PRESERVES WITHOUT INTERMINGLING OF FOOD ODORS

Hamburger—at normal temperatures for 30 days.
Sweetbreads—10 days without spoilage.
Steaks, chops, fowl—almost indefinitely.
Fish—better than ice.
Cream pies—a week or more.

THE IDEAL UNIT FOR

RESTAURANTS
ROADSIDE STANDS
DAIRY STORES
RECREATION
CENTERS
HOTELS

TAVERNS
FISH MARKETS
FACTORY
CAFETERIAS
HOSPITALS
SODA FOUNTAINS

BEVERAGE BOTTLERS
BOWLING ALLEYS
MEAT MARKETS
DELICATESSENS
CANDY STORES
DRUG STORES

Specifications

Sealed cabinet: 65½" x 38" x 29½".
Solid 3" insulation—Vermin-proof.
Top compartment: 35½" high x 20½" wide x 15½" deep
(Slightly over 6½ cu. ft.)
Food compartment: 21½" wide x 28½" high x 20½" deep.
(Slightly over 7½ cu. ft.)

Total storage capacity: 14 cu. ft.
12 oz. bottle capacities (top compartment) standing: 104,
lying: 192; (side compartment) standing on shelf: 49,
standing below shelf: 64, lying: 150.
Finish: Exterior—Silver blue.
Interior—white porcelain enamel.
Top and 2 sliding covers, stainless steel.

Condensing Unit: ¼ H.P., twin-cylinder air cooled.
Equipped with Tecumseh or Universal Unit.
Motor: ¼ H.P. 60 cycle, single phase, 1750 r.p.m. 110 volts,
capacitor type.
Refrigerant: F 12 Freon.
Automatic light in food compartment.
8-point cold control.

DEALERS:

Ask your distributor for this great profit-maker—or write us for his name.
Distributed in many areas by G.E. Supply Corp.

DISTRIBUTORS:

Write for details of franchise for open territory.

The Artkraft Manufacturing Corp.

Quality Products for more than a Quarter of a Century
200 KIBBY ST., LIMA, OHIO, U.S.A.

THIS COUPON FOR YOUR CONVENIENCE

THE ARTKRAFT MANUFACTURING CORPORATION
200 KIBBY ST., LIMA, OHIO, U.S.A.

- ☐ Please send more details on BEV-FOOD.
☐ Please send the name of the BEV-FOOD distributor in this territory.
☐ Please send details of distributors' franchise.

NAME.....
FIRM.....
CITY.....

Continuously serving the refrigeration industry SINCE 1919

ACME PRODUCTS

Freon Condensers
Dry-Ex Water Chillers
Evaporative Condensers
Forced Convection Units
Oil Separators
Liquid Receivers
Heat Exchangers
Pipe Coils
Hi-Peak Water Coolers
Flooded Water Coolers
Ammonia Condensers

Write for Catalog on any item

ACME INDUSTRIES, INC.

651 Mechanic St., Jackson, Mich.

REPRESENTATIVES IN PRINCIPAL CITIES—SEE YOUR TELEPHONE BOOK



WHY SUPPLY HOUSES ARE NOT BLACK MARKETERS

Airo Supply Co.
2732 North Ashland Ave.
Chicago, Ill.

Dear Editor:

I read your Sept. 8 issue as I do every issue that comes out and I want to congratulate you for taking the raps at the black market.

However, I want to point out that you have gone a little too far because you are hurting a lot of legitimate wholesalers when you talk about refrigerants. We never get enough "Freon" to take care of our customers. We get about fifty 145 lb. cylinders a month, and we send out about 35 of them to good customers who are favoring us with good business right along. And we keep 15 for refill service and spread it out among as many small customers as we can.

When we allot the 35 each month we probably have 150 to 200 orders on our books for 145 lb. cylinders so that means that there are a lot of people disappointed and those people if they get any "Freon" at all have got to take it in 50 lb., 25 lb., 15 lb. or whatever kind of a cylinder they have when they send in for refill service. But after reading your article, they are apt to think that all of us fellows who tell them that that is all the "Freon" we have left for them are just a bunch of racketeers

holding out for a long price, which indeed is not the case. We ship out every 145 lb. cylinder we can possibly spare, and only maintain a reasonable stock for refill service.

However, at the very moment, on Sept. 8, we haven't a pound of "Freon" in the house. We have orders for over 200 145-lb. cylinders and we are going to get in about 50 sometime this month, whenever they get good enough to tell me when it is going to come.

We keep in touch with the factory representative every day and he keeps telling us he'll let us know within a day or two. So here we sit without a pound, and when we do get it we can't sell it all as we have to divide it among a lot of customers.

I'm quite sure that in your efforts to take a good solid rap at a very unhealthy condition, you went just a little bit too far when you started to talk about the way the refrigerant is distributed on refill service as compared to 145-lb. lots. And I feel you have thrown some bad light on jobbers and wholesalers who do not deserve it.

L. C. KEELY, Manager

SOUTH'S GROWTH GREATEST EVEN IN BLACK MARKETS?

Westinghouse Electric Corp.
P.O. Box 4808
Atlanta, Ga.

Editor:

You touched on two very important subjects in Sept. 8 issue:

1. Black Market.
2. Westward Ho!

The Far West has not outgrown the Southeast in:

Total Income payments to individuals.

Increase in per capita income.

Cash Farm income.

Growth in total Electrical customers.

Growth in total Domestic Electrical customers.

Growth in Black Market in Appliance Business.

If you want the real story on the above two subjects; namely:

1. The greatest new Major Market opportunity in the U. S.

2. 90% of all the Appliance Black Market operations in the country—

Then take a three weeks' trip over the following itinerary: Raleigh, Durham, Burlington, Greensboro, Winston-Salem, Charlotte, Greenville, Flowery Branch (Georgia), Atlanta, St. Petersburg, Tampa, Orlando, Miami, Birmingham, Chattanooga, Knoxville, Nashville.

Reason—Not new population, but good substantial hard working native population who now have the money to buy a brand new standard of living.

W. B. CREECH,
Southeastern Manager
Electric Appliance Division

P.S. I neglected to admit that the Far West has greatly outgrown the South in good press agents per capita.

W.B.C.

Growth in Central Station Electrical Customers 1943-1946 Inclusive

Total, U. S. 3,884,112

South 1,467,763

Far West 37.8%

R.E.A. Expenditures for New Lines

1947 Fiscal Year Ending July 1

United States \$125,000,000

Southeast \$45,262,000 36.2%

Installed Generating Capacity In Southeast

1936 3,643,000 kw.

1940 6,430,000 kw.

On order with manufacturers or in process of installation

July 1, 1947 1,863,000 kw.

Under negotiation with manufacturers

July 1, 1947 500,000 kw.

Income Payments to Individuals

Millions of Dollars

1939 1946

Southeast 8,414 22,777

Far West 6,730 18,647

Southwest 3,756 9,501

Percentage of National Income

Income Change

1939 1946

Southeast 11.9 14.2 +2.3

Far West 9.5 11.6 +2.1

Southwest 5.3 5.9 +.6

SEES ARTICLE ON PRODUCE VALUABLE TO SALESMEN

Shields Refrigeration Co.
Portland, Ore.

Editor:

The article appearing on pages 10 and 11 of your Sept. 8 issue "Prepackaged, Refrigerated Vegetables Keep 2 to 7 Times Longer Than Others In Test" is one of the best that I have seen on refrigerated produce.

Articles of this kind can be a substantial sales aid to us in selling Refrigerated Produce Cases and I wish all of our salesmen to have a copy of this in his sales kit.

Our check for \$1.50 is enclosed to cover 10 copies of your Sept. 8 issue. Will you please rush them to us.

Thanks for an excellent analysis.

J. F. SHIELDS, President

SPEAKS SPANISH, SEEKS OPPORTUNITY AS AGENT

Hopewell, N. J.

Editor:

One of your readers, Larison H. Taylor of the General Electric Co. in New York, suggested I write to you.

I am an Aeronautical Engineer graduated in January of 1944 with a Bachelor of Science degree. I have excellent business connections in both Mexico and Cuba, and wish to establish myself in either of these countries as an agent for an enterprising, reliable firm. My native tongue is Spanish. Should you have any information which would be of benefit to me, I should greatly appreciate your assistance.

ROMULO NEGRIN

TO WIDEN DISTRIBUTION OF 'INSIDE DOPE' PHILOSOPHY

Westbrook Co.
315 South Main
San Antonio, Texas

Editor:

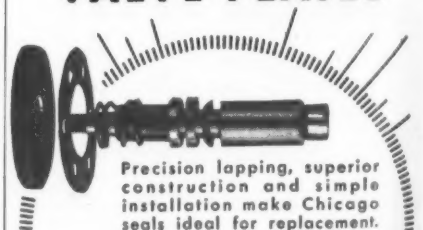
Would like to please ask would your office give us a letter of permission to recopy your "Inside Dope" in our papers down here? The writer has been telling our local papers and our Chamber of Commerce about your writings and also letters that you publish on subjects by other writers.

The letters on page 27 of Sept. 1 and your "Inside Dope" of Aug. 18 issues are the most wonderful the writer of this letter has seen in days.

CLYDE B. WESTBROOK

PLAYSAFE

USE
CHICAGO SEALS
and
VALVE PLATES



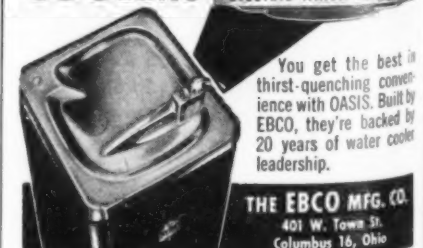
Precision lapping, superior construction and simple installation make Chicago seals ideal for replacement.

Only Chicago valve plates have replaceable seats.



CHICAGO SEAL CO.
30 NORTH WACKER DRIVE • CHICAGO 5, ILL.

TOPS IN WATER COOLERS



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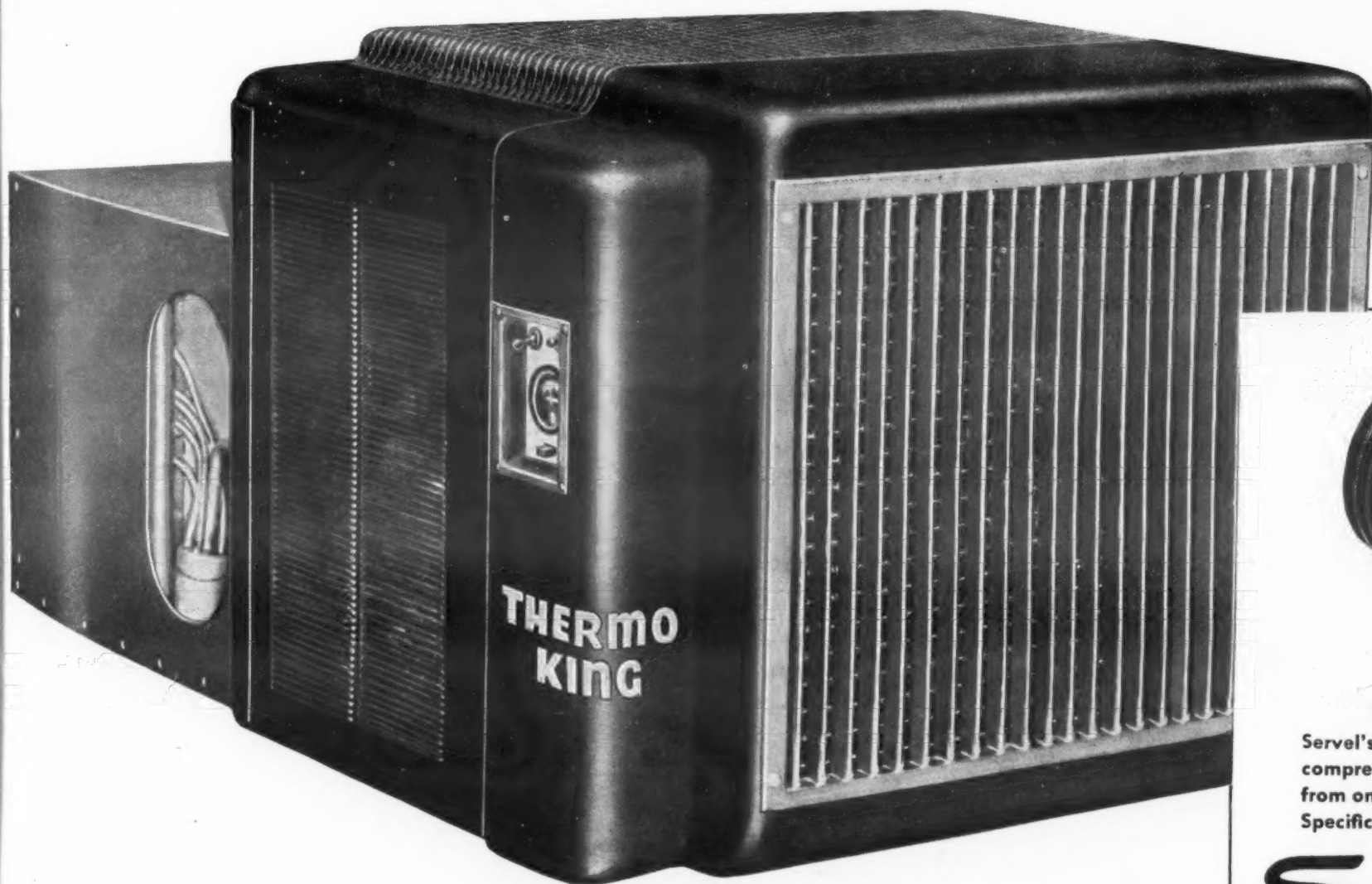
Field application of mechanical refrigeration to existing truck bodies is necessarily expensive and has not always proved satisfactory. Many mobile refrigeration problems must be worked out by trial and error, field proving, and fatigue tests.

This fact has created a demand for "package" type refrigeration, in which the condensing unit, low side, and control apparatus are an integral package that can be slipped in and

bolted to the truck body with a minimum of skilled labor. This type of sale is probably most successful and profitable for the average distributor and dealer.

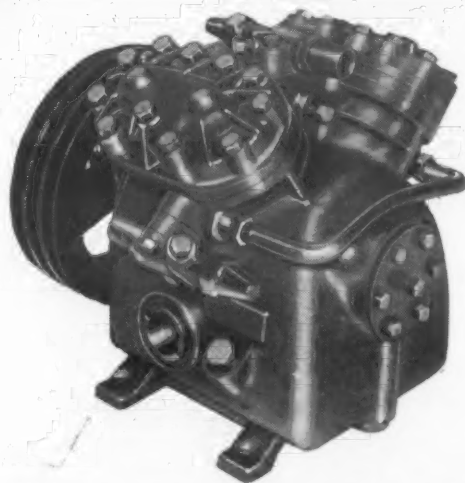
The prime requisite of mobile refrigeration is maximum output with the least possible weight and bulk, as cargo space and weight cannot be sacrificed for mechanical equipment.

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Thermo-King package refrigeration unit for large trucks and trailers by courtesy of U. S. Thermo Control Company, 44 South Twelfth Street, Minneapolis, Minnesota, specialists in truck refrigeration since 1936. The Electric Refrigeration Division of Servel, Inc., manufactures only condensing units. These are available through prominent distributors and fixture manufacturers in all sections of the country.

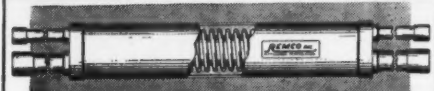
Next time you have an inquiry on a refrigerated truck, check with one of Servel's allied manufacturers for a suitable package unit.



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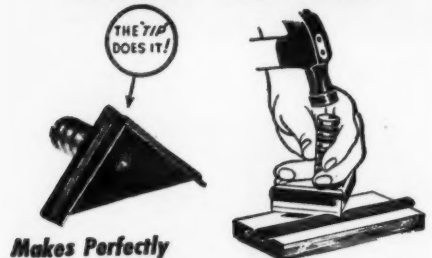
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Unsuccessful at First, Contractor Tells How Locker Plant Sales Became Chief Business

Approach Used In Selling Locker Plants Revealed By Ed Wright, Who Once Specialized on Service

Editor's Note: In the past few years, Ed Wright of Youngstown, Ohio, and his associates have changed their operation from a service business to a contracting firm specializing in locker plants. This article, the first of a series, shows how that transition took place and details the opening wedges Wright makes in chalking up another locker plant sale.

By C. Dale Mericle

YOUNGSTOWN, Ohio—This is the story of how one firm sells locker plants.

It also shows how this company, which started out as a service business, went through a lengthy and thorough transition to become a contracting firm specializing in the locker business and a few other applications of commercial refrigeration.

It is the story of Refrigeration Contractors, Inc. here.

Bonded Refrigeration Service Associates, however, was the name of the original firm that was started up by E. S. "Ed" Wright back in 1934-35. Wright now heads up the new firm, which was organized about two years ago. With him in Refrigeration Contractors, Inc. are two associates who also were active in Bonded Refrigeration.

C. M. Campbell is secretary-treasurer and in charge of application

engineering, and also doubles as president of Zero Refrigerated Locker Service, Inc.; Charles Costello is vice president in charge of installation and maintenance, while C. R. Detke, also a vice president, is sales manager.

Mrs. Wright, too, is very active in the firm.

Altogether, the four executives have 76 years of experience in refrigeration, a point that Refrigeration Contractors stresses in its promotion and advertising.

Wright, for example, can trace his refrigeration experience back to 1923, when he started as a salesman for Frigidaire. These were truly the pioneer days of refrigeration, especially household electric refrigeration, and he recounts how he tramped streets and pushed doorbells for three months before making his first sale.

It wasn't until he worked up his

own sales story revealing how refrigeration curbed the growth of microbes and molds in food to improve the health of the user that he made his first sale, he recalls.

Soon he became assistant branch manager for the William F. Gray company, Frigidaire distributor in 23 northern Ohio counties. Later he went with a General Electric distributor as sales manager. After this he set up his own dealership handling G-E and Copeland in Youngstown, but the bank crash of 1933 liquidated this operation.

Then came a period with Melchior, Armstrong, Dessau Co., parts wholesalers, when Wright represented this firm in a large territory including Youngstown. This business was operated out of New York City, and the advent of local parts wholesalers in Youngstown pulled his business away from him.

Began Service Firm

After a short period spent in selling Dicel commercial refrigeration, Wright conceived the idea of Bonded Refrigeration Service Associates and formed the company, which gradually developed until in 1940 it was employing 14 men.

Charlie Campbell, secretary-treasurer of Refrigeration Contractors, Inc., has 26 years in refrigeration behind him as a salesman, district manager, and field application engineer for such concerns as Frigidaire, G-E, Russ, and Hussmann. At the age of 18 he was bossing a floor in a large midwestern slaughterhouse. Later, though still at an early age, he became the first chief food and meat inspector of a midwestern city.

Chuck Costello, who heads up installation and service, first joined forces with the Wright organization back in 1939. His broad experience includes 12 years in all phases of service and installation work. During the war he spent some time with the A & P refrigeration department, experience which has proved especially helpful in locker plant jobs which include a retail meat and grocery operation.

The fourth partner, Sales Manager Detke, was graduated from the University of Minnesota as a dairy specialist. He has spent 16 years in the refrigeration industry and allied fields, including several years with York on installation and service, selling dairy supplies and four years as chief plant engineer for a large brewery with 120 tons of refrigeration.

Knowledge gained on that job has been extremely useful in helping Detke promote the sale of beer-cooling equipment to bars and taverns.

Studied Iowa Plants

Although by 1939 Bonded Refrigeration Service was a successful going concern, Wright and Campbell decided to look into the locker business, which was just beginning to assume sizable proportions. So they took a trip out west to acquire first-hand knowledge of this new, growing industry, which was largely centered in Iowa. They spent several weeks with Bryce Vollmar of Master Locker Co. checking locker plants.

Thoroughly impressed of the possibilities in this new field by what they saw, Wright and Campbell came back and tried to sell locker plants.

"We didn't have any luck, though," he says. "Finally we decided to build a locker plant ourselves. In the latter part of 1940 we started construction alongside our present building and put the plant in operation in 1941. Before we had our own locker plant completed, we had contracted for three other plants."

A separate corporation, Zero Refrigerated Locker Service, incidentally, still operates the original plant, and another which it constructed in Warren, Ohio.

The experience with their own locker plant was so satisfactory that the partners decided to concentrate on them exclusively and give up the service operation. The latter was sold in 1942 to one of the men who had been a partner in the original firm.

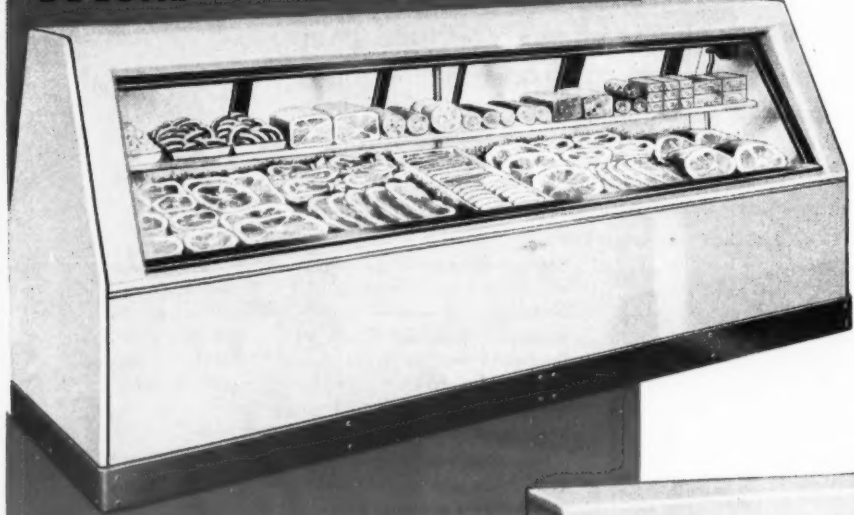
Wright admits there were also other considerations which seemed to make it wise to specialize in lockers and let the service business go. At that time war priorities and loss of men to the draft seriously interfered with their service operations. In addition, several of the firm's largest contract service accounts decided to sell their equipment to the individual

(Continued on next page)

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Last-Minute Instructions on a Job



Chuck Costello (right), head of installation and servicing with Refrigeration Contractors, Inc., Youngstown, gets some last-minute data on a job from Ed Wright as C. R. Detke (left), sales manager, and Cy Terna, war veteran in training as a salesman, look on.

Smaller Plants Now--

(Continued from preceding page)

store owners, which ended the service contracts.

During the war Costello worked with A & P and then established his own service business while Detke moved into General Electric's turbine department. Meanwhile Wright and Campbell continued concentrating on the locker business, and about the time the war was over, Detke and Costello came back and Refrigeration Contractors, Inc. was organized.

Altogether, Wright and his associates have sold more than 30 large locker plants, and a number of smaller size jobs. In addition, the company has installed numerous freezer rooms, many beer-cooling applications, and other types of commercial refrigeration.

"We haven't done much in the way of market business or air conditioning," says Wright. "We have tried to concentrate on those fields where there wasn't too much competition. However, we've sold all types of jobs."

Smaller Plants Is Trend

"We've pretty well sold up our immediate territory now as far as big locker plants are concerned, so we are promoting small locker plants, particularly those operated in conjunction with a grocery store. Just recently, we even installed a small plant in the basement of a gas station," reports Wright, "and we are developing a sales engineering service for other refrigeration contractors in rural areas or smaller towns."

Another reason for promotion of small locker plants is also cited by Wright.

"A recent survey by Ohio State university showed that three out of four farmers would use a locker plant if it were located within five miles of his farm," he declared.

This means, he explained, that there is a good market for the construction of small plants serving a

small territory, and these won't cut into the operations of the larger plants already established. The smaller plants, instead, will largely create new locker patrons.

Although his first attempts to sell locker plants were, as stated previously, unsuccessful until his firm started building one itself, Wright's record of sales since then indicates that he has gone into all the angles involved. In fact, he has worked out a very definite approach to the problem, which he relates in detail:

"Before attempting to approach anyone in reference to the sale of a locker plant, it would be well to secure as much information as possible in reference to your prospect. We should attempt to learn his name and if possible what his business standings are, his financial status, past experience, etc.

Starting the Approach

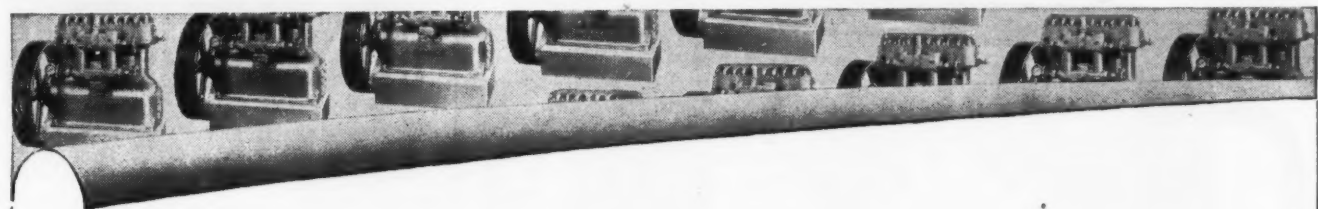
"On making the approach my method is as follows:

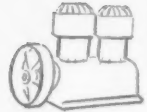
"Good morning, Mr. Prospect. My name is Ed Wright. I am in the locker business. My company are builders, designers, owners, and operators of frozen food locker plants, frozen food stores, dairies, slaughter houses, and other large commercial and industrial refrigeration plants.



"My purpose in coming to this area (or town) is to make a survey in an attempt to determine whether it would be feasible to locate a plant here. You have been referred to me as being someone who is very progressive in this area and well acquainted with its possibilities. If it is possible, I should like to be able to discuss this with you for a few minutes."

"Then, shut up and let the customer answer. This type of approach is almost sure to raise his curiosity and tickle his vanity so that chances are that he may attempt to draw you out for the reason of your visit without giving you the time you know you are going to need in order to give the proper presentation."



(To Be Continued)




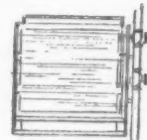
The refrigeration compressor  is as important


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38° before heating  for pasteurization. Compressor

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ture  quickly below the safety zone (38°). Then

it is bottled  or put in cartons.  The paraffin-

protected cartons  are sealed with cold. 

Refrigerated storage rooms are  compressor

equipped. Delivery  trucks are refrigerated.

Special  bottle coolers are used by retailers.

You  refrigerate milk in your kitchen. It takes

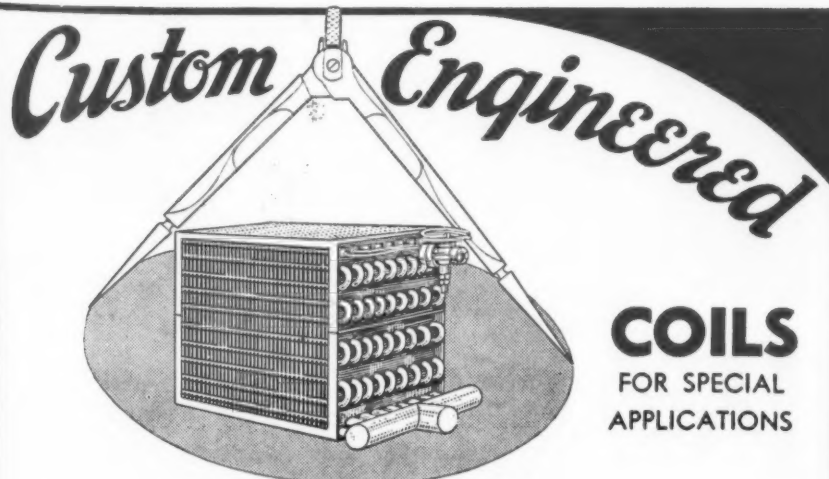
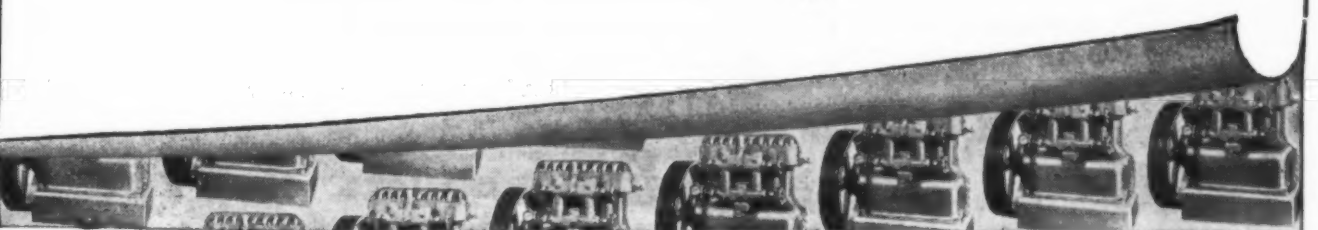
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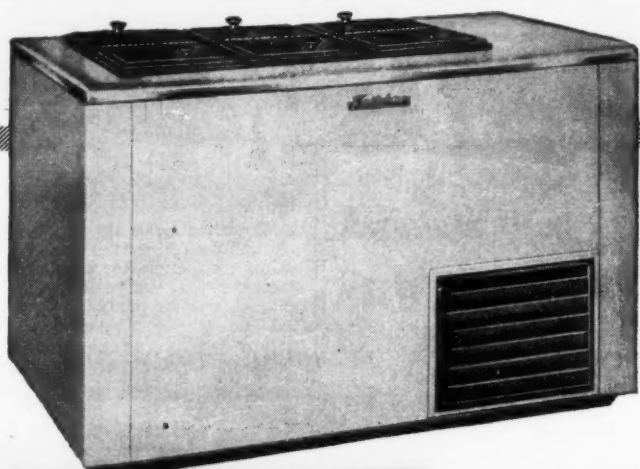
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INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)
sluggers still out-of-the-army during the hectic 1945 season.

Nick led the American League in RBI (runs batted in) until Labor Day. At that point both Rudy York and Roy Cullenbine of the Detroit Tigers matched his score.

Next day, Detroit was playing at New York. In the first inning, Cullenbine hit a homer with one on base. Three innings later, York cleaned the bases with a triple. Both thus passed Etten in the RBI race.

Came the eighth inning—New York at bat.

Detroit's fourth pitcher in that game passed the first batter. He hit the second man in the head with a pitched ball.

Then he committed a balk, advancing both runners to second and third.

Etten came up to bat, with a gleam in his eye, and took a toe-hold.

At this point, attempting to pick off the runner on second, the pitcher heaved the ball over second base into the outfield. Both runners scored.

And there was Etten, still at the plate, deprived of a chance to knock these boys in with runs which would register in the RBI tabulation.

Menacingly he advanced toward the luckless pitcher, big bat in hand.

"Ya big bum," he yelled, "ya done it a-purpose!"

No Hole In His Head

Joe Cronin, the source of many good stories, figures in this anecdote:

After hitting a home run with the bases loaded in the ninth inning, pinch-hitter Cronin trotted tiredly back to the dugout. He'd done his best, but it wasn't enough. The Yanks won, 11-10.

There he was confronted by a Boston politician. The ward-heeler had won a bet from Joe. That morning the politician had wagered that the Yankees would win both ends of a double-header. And they did.

Joe's four-base blow was merely a tremendous trifle, as far as the bet was concerned.

Happy as all-get-out, the politician asked Joe to autograph the tenner he owned.

"Why?" asked Joe. "You won it fair, didn't you?"

"Yes, but I want to give that autographed ten-spot to my grandson. He'll frame it."

"Okay," grinned Cronin, "if that's the pitch, I'll write him a check."

Calm Down, Brethren

Norman Ross, the Chicago radio announcer, disc jockey, music store proprietor, and ex-long distance Olympic swimmer, enjoys his reputation for being a practical joker.

One day he was swimming 'way out in the middle of Lake Michigan. After a long stretch of paddling, he started back to shore. When he got fairly close, he noticed that a big crowd had gathered, and was watching him from the beach.

This sort of thing had happened before, so Ross knew what was coming: when he got to the beach he'd be surrounded and bombarded with "Ohs" and "Ahs" and a lot of silly questions.

Ross swam into the shallow water, stood up, shook himself, and asked: "What city is this?"

With one voice his admirers hollered: "It's Chicago."

"Oh, hell," replied the swimmer. "I wanted Milwaukee." So he dived back into the lake and swam away.

Too Parched to Hit

Several great shortstops who could powder that apple have come along in recent years—Joe Cronin and Lou Boudreau, to name but two. But professional baseball may never

again see the likes of Hans Wagner. Old-timers agree that only Boudreau of the modern-era shortstops could approach "Honius" as a fielder. And Wagner's lifetime batting averages speak for themselves. He ranks next to Ty Cobb as an all-time leader in the slugging department.

Even after he had passed the Biblical three-score-and-ten age, Wagner was still coaching for the Pittsburgh Pirates. One night in midsummer, 1947, Hank Greenberg was reminiscing with Wagner over a tavern table adorned with cooling schupers of beer.

"I've been reading myself to sleep lately," admitted Greenberg. "Last night I pored over old Spalding Baseball Guides. I found where you batted only .319 in 1920. What was the matter with you then?"

Wagner grunted, and drained his glass.

"That was the year," he explained, "when Prohibition was enforced."

Hasty Conclusions Lead To Forlorn Retreats

At the height of the sit-down strikes in Detroit more than a decade ago, the Philadelphia Athletics happened to be in town for a Tiger series. They were quartered at the Book-Cadillac Hotel.

Returning from a tiresome double-header, they discovered that the hotel's elevator operators had caught the strike fever. So the ballplayers had to ascend staircases to their rooms.

Ed Coleman and Al Simmons, unfortunately, shared a room on the 19th floor. With their bones a-creakin' and their sore muscles a-cryin' they began the painful staircase climb.

About half-way up, Coleman happened to put his hands in his pockets. And then he started to stutter—which he always did when he was excited.

"Never mind, pal," soothed the mighty Simmons, "we'll get there."

"B-b-b-ut,"

"Come on, come on . . ."

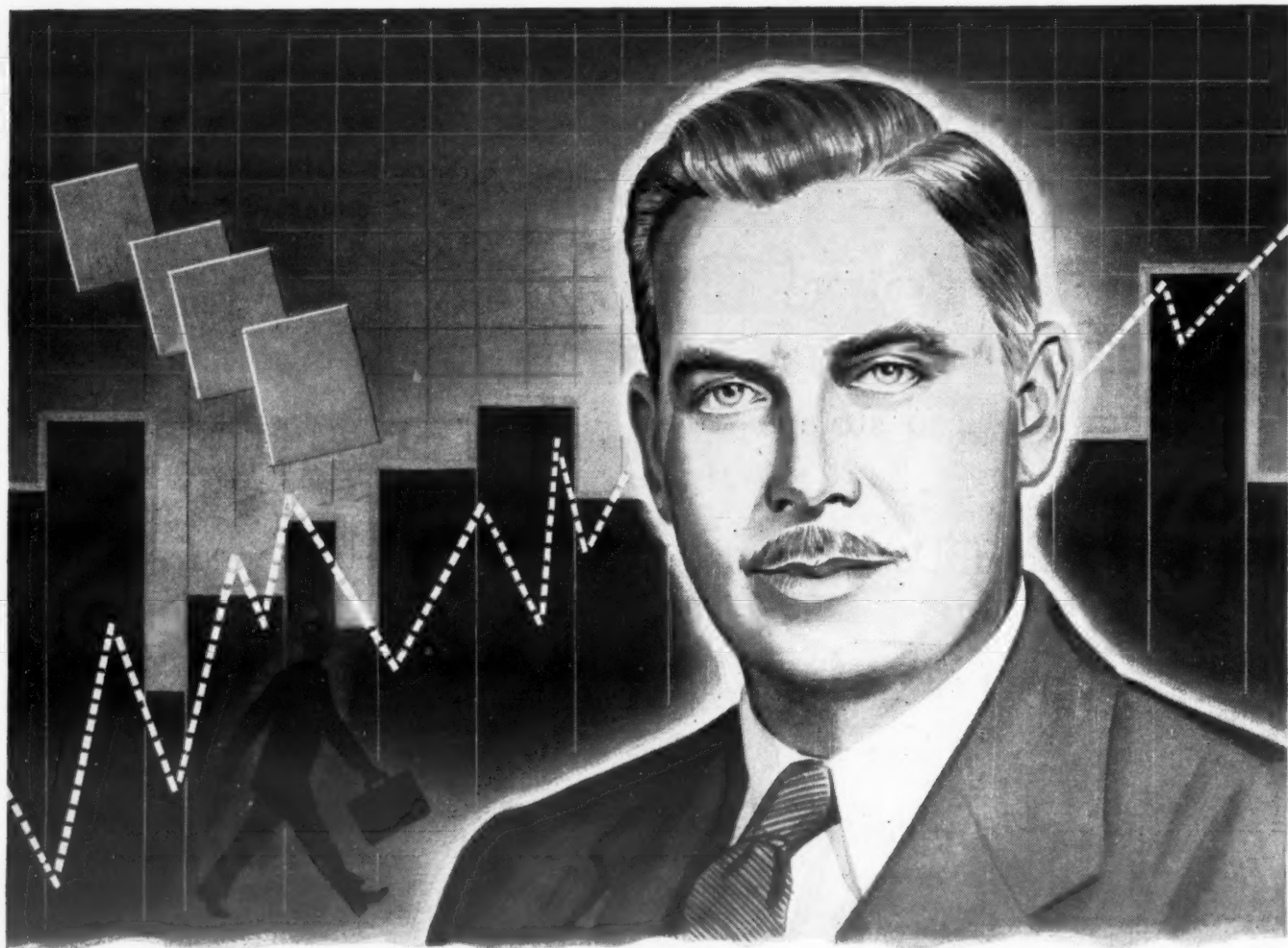
"B-b-b-b-b . . ."

Simmons seized Coleman by the arm and propelled him upward until they arrived at the nineteenth floor, where both sat down, exhausted.

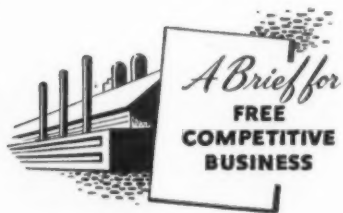
After panting for awhile Coleman recovered his tongue.

"What I was trying to say, Al," he explained, "is that I forgot to get the key to our room."

(To Be Continued)



MEN ARE THE MEASURE OF A COMPANY'S SUCCESS



Frank K. Smith, Sales Manager, is another active founder of Tecumseh Products Company. While still a comparatively young man, he's an old-timer in terms of experience in refrigeration sales and service. His association with the industry goes away back to the '20s . . . back to the ice-box days when the benefits of refrigeration were a real luxury even in America . . . back when small manufacturers of complete products had a tough time price-wise getting compressors and condensing units from his big and influential competitors. It was this intimate knowledge of the supply structure of the industry that pointed up the great market possibilities of independently produced units . . . that pointed beyond to the widespread distribution of refrigeration equipment that would follow the establishment of unrestricted competitive business. It was his prediction of the tremendous sales potential that gave impetus to the founding of . . .



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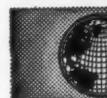
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450 W. Fort St., Detroit 26, Mich. Telephone Randolph 0924.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$4.00 per year; 2 years for \$7.00. All other foreign countries: \$6.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Send remittance with order.

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VOLUME 52, No. 4, SERIAL NO. 966, SEPTEMBER 22, 1947

Once Again It's Time To Study Instalment Selling Fundamentals

MANY of the troubles of this dizzy age are traced, by some wide-ranging philosophers, to a breakdown in the power of the Church over the people.

Although this date has never been cited in print before, to our knowledge, some of the most profound ecclesiastical pundits of our era seem to agree that the year 1910 marks the beginning of that sharp toboggan-slide toward nonentity in the affairs of men which the Church undeniably has experienced during the last few decades.

Beginning then, scholarly priests and protestant ecclesiasts tell us, the Church lost control over its People.

Since that time, just two methods of mass control have appeared to be effective: (1) militant and inexorably-directed class consciousness ("fascism" or "communism") which amounts to Slavery; and—hang onto your hats, boys!—(2) time payments (an adjunct of democracy's private enterprise system).

Are you surprised by number (2)? Does it seem to be a non-sequitor? Then ponder this initially outlandish concept for a moment:

The acquisition of wanted and needed high-cost items which have great long-term social and utilitarian value (such as homes, automobiles, refrigerators, and cleaning devices) via the instalment selling method may become, for the wage-earner, a form of discipline.

Rarely acknowledged as a social factor of prime importance in our current "godless" age, this new discipline is attuned to the harsh materialism of Our Times. It makes the time-payment buyer save money, and it spurs him to work harder.

Unconsciously and unexpectedly, the necessity of meeting monthly time payments has served—somewhat as the Church used to serve—as a means of inducing regularity, sobriety, hewing to the line, hard work, and self-discipline on the part of millions of "the people."

So much for the philosophy of the subject. Let's agree that time payments are socially valuable. So what? Well. . . .

The Specialty Dealer wants to know how he can engage in an instalment-selling business at a profit.

And well he might, too. After all, he can't afford to be a Charitable Institution. What's in it for him? Okay, here's the pitch:

Instalment selling is a method of introducing home appliances into households which need them most, but which seldom have \$100 in the bank. It's a way of forcing breadwinners to save in advance. And it's a manner of substituting for beer-garden checks and torn-up race-track stubs permanent possessions of real value.

The phenomenon of Our Age is the tremendous increase in cash income of the Working Man and his so-called "dependents." Instead of the head-of-the-household working 30 weeks out of the year, for a \$28-wage—as he did before World War II—at least three members of his family now may be getting an average \$55-per-week all the year-round. That 600% increase in cash income gives the average "labor" family a lot of extra dough to throw around.

This typical family's rent hasn't increased much, although its food bills have jumped sky-high. Nor has its insurance or tax costs pyramided. So it has new savings (unspent money) which can be tapped to provide a better and easier life for long-suffering "Mom." Her dirty work can be eased through the purchase of labor-saving home appliances.

Time payments are the answer to the problem of diverting increased family earnings into higher-living-standards channels. They put new refrigerators, home freezers, ranges, washers, yes and air conditioners into the homes of workingmen—when specialty salesmen are alert to their opportunities.

Hired credit, then, becomes a positively beneficial and benign social influence during inflationary times.

Nashville Half-Year Sales of Appliances Establish New Record

NASHVILLE, Tenn. — Record breaking sales of refrigerators, electric ranges, electric water heaters, and home freezers were recorded during the first half of 1947 by local dealers, W. D. Hall, sales promotion manager of the Nashville Electric Service, has reported.

Sales of these four appliances totaled \$1,616,095 as compared with \$622,510 for the first six months of last year, equaling a 257% increase, he said. The increase in number of units moved is even more striking, he added.

A comparative table of appliances sold and installed on the utility's lines follows:

Appliance	First Half of 1947		First Half of 1946	
	Units	Dollar Volume	Units	Dollar Volume
Refrigerators	3,284	\$ 821,000	930	\$232,500
Ranges	2,543	572,175	960	216,000
Water heaters	2,038	183,420	1,839	165,510
Home freezers	158	39,500	34	8,500
Total	8,023	\$1,616,095	3,763	\$622,510

For the fiscal year ending June 30, 1947, Mr. Hall reported, 5,737 refrigerators, 4,846 ranges, 4,279 water heaters, and 254 home freezers were sold for a total of \$2,973,210.

"As impressive as this sales increase may seem, the local demand for major electrical appliances is far from being satisfied," Mr. Hall said.

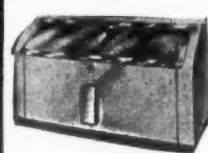
Wisconsin NERA Holds First Meeting Sept. 24

WASHINGTON, D. C.—The first state meeting of National Electrical Retailers Association officers and members in Wisconsin will be held in Milwaukee on Wednesday, Sept. 24 to discuss issues of a state-wide nature which require attention and activation, according to C. C. Simpson, managing director.

Dinner has been scheduled for 6 p.m. at Forest Keller's on North 11th St., to be followed by a business meeting in Sternwark Hall at 7:30 p.m., states Norman K. Brahmstedt, Wisconsin field director for NERA.

Paul Kees, Kees Appliance Co., Madison, past national president of the association, will make a presentation of state problems of electrical retailers, and State Chairman Julius E. Kovach, Paramount Good House-keeping Shop, Racine, will introduce plans for a state-wide conference.

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The Bevo-Kold Cooler
Dulux Baked Enamel—
White, Green, Beige

Model DB 6-21
Self-Contained
29 1/2" x 40" x 6' long
Also 4, 8 and 10' Lengths

Remote Installation
36 1/2" High
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Petition Fails to Stop Retail Selling by Utility

CHEYENNE, Wyo. — A petition signed by 16 local home appliance dealers and asking that the Cheyenne Light, Fuel & Power Co. be prohibited from engaging in the retailing of refrigerators, washers, and other home appliances, was turned down by the city council when it granted a 25-year franchise to the public utility early in September.

The appliance dealers requested that the franchise contain a clause to force the utility out of the retail appliance business within the city, but Mayor John J. McInerney declared he felt the petition had no bearing on the matter of the franchise and that he could see no reason for the city to tie in such a stipulation with the franchise.

"The city has no right to prohibit anyone from entering into any business he likes," stated the mayor, "providing he complies with city ordinances."

The petition stated, in part: "We

feel very earnestly that the light company should not be permitted to engage in retail business in Cheyenne. The tendency throughout the country is for utilities of this character to sell their service to the public and withdraw from the merchandising field. . . . We do feel, however, that a retail store operated by them is not in the best interests of the public, and in granting the new franchise, the council would do well in denying them the right to sell merchandise at retail. There are enough dealers of that nature in Cheyenne at the present time and surely the light company is in a position to devote its full time and energies to the sale of power and gas . . ."

4 Set Up Forem Distributors As New Outlet In Buffalo

BUFFALO — Forem Distributors, Inc. has been organized here to serve as a wholesale outlet for electrical appliances and radios. The firm was organized by William F., Charles V., and Robert Mubschauer and Frank McCarthy.

Appliance Demonstration Techniques To Be Covered In Hunter College Course

NEW YORK CITY — A 15-week course in "Demonstration Techniques for Electrical Appliances" will be presented this Fall term by the Evening and Extension Division plans for a state-wide conference.

of Hunter College here, in cooperation with the Electrical Women's Round Table, Inc.
Experts like Grace Deibig of the Westinghouse Home Economics Institute; Elizabeth Woody, Director of General Electric's Consumers Institute; Irene Muntz of the Rochester Gas & Electric Corp.; Verna Miller, Home Economics Director of Frigid-aire; Helen Smith of Syracuse University; Madge Dilts, Director of the Hoover Home Institute; Honore O'Brien, Consumer Education Director for the S. C. Johnson Co.; Mary Pickett, of the Ironite Corp.; Florence Carhart of Proctor Electric Co.; Marjorie Wardman of the Long

Island Lighting Co.; and Florence Hanford of the Philadelphia Electric Co. will discuss techniques for demonstrating washing machines, ironers, ranges, refrigeration equipment, floor polishers and waxers, vacuum cleaners and small appliances.

The John Robert Powers School will advise on requisites of personality and good grooming. The coordinator of the course is Ruth Gaffney of Farm Journal.

Dept. Store Sales Continue To Run Below 1946 Figures

WASHINGTON, D. C.—An average decline of 2% was noted in department store sales for the week ending Aug. 30 as compared with a corresponding week last year, by the Federal Reserve Board.

Only Federal Reserve districts reporting gains were Dallas (3%) and San Francisco (7%).

The 2% drop compared with a 5% loss the previous week and with a 4% decline for the four weeks ending Aug. 30.

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in styling... in engineering... in value... in production!



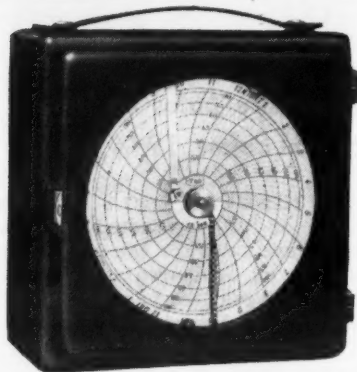
The new
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Super-Seven
HOME
FREEZER

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CUBIC FEET
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You can check equipment performance easily and accurately with this handy instrument, which was developed to resist external shocks and vibration. Small in size but big in performance, it gives you a permanent temperature record on a 4 1/2 inch easy-to-read chart. A real help in service work, weighing only 3 1/2 pounds, and for use in cold-storage compartments of trucks, railway cars and frozen food cabinets. Write for illustrated literature.

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Field Report

What are dealers, distributors, servicemen, and the others on the industry's front lines thinking about today? These "Field Reports"—extremely popular in prewar days—now give News readers the latest ideas of the men closest to the all-important consumer.

Ohio Dealer Notes That Appliance Sales Decrease Sharply When Shortages Shut Local Factories

By C. Dale Mericle

WARREN, Ohio—"We still aren't getting enough merchandise, especially refrigerators," complains Howard Chinnock, who manages the appliance department of the Griswold Co. department store here.

"Refrigerator deliveries are running three months behind our orders. This is particularly true of the big 9-cu. ft. model with the freezer across the top," he explained.

The Griswold appliance department is located in a separate store on S. Park Ave. here, and includes a large radio and phonograph record department.

A Kelvinator dealership, the firm also handles the Deepfreeze line of home freezers; Tappan, Magic Chef, and Hardwick gas ranges; Bendix, Thor, and Easy washers, ironers, and dryers; Youngstown kitchen equipment, Duotherm space heaters, and Kaiser dishwashers.

While noting the big demand for 9-ft. refrigerators, Mr. Chinnock said that the 7-ft. models are still the most popular of the whole Kelvinator line.

"The big freezer shelf of the 9-ft. model probably creates a lot of the interest shown in this size. The average person apparently forgets that he can store a lot of frozen foods in the standard evaporator."

"So far in 1947 we've sold 10 or 12 Kelvinator freezers and five or six of the Deepfreeze models."

"We haven't done much promotion work on freezers or other appliances, but we're going to try some advertis-

are bound to affect our sales.

"When we accept advance orders for appliances, we always require a payment with the order," continued Mr. Chinnock. "It's not a large payment—\$5 or \$10 usually."

"We do that to insure that all the orders on our books are genuine. Of course, it doesn't keep customers from placing orders elsewhere, but if they should obtain delivery from some other dealer before our order comes through, they come back to us immediately for a refund."

"Naturally, we'd prefer that they buy from us and leave their order and deposit with us. But we cheerfully refund their money and encourage them to come back in the future. This way, too, we know immediately when an order has ceased to be genuine and we can pull it from the files."

At the present time, one young man is being trained for an eventual selling job.

"He's learning the hard way, too," adds the appliance manager. "We have him doing all the heavy, dirty work in our department. He's creat-



Howard Chinnock (right), manager of Griswold's appliance department in Warren, Ohio, talks up a freezer for two prospects.

ing on freezers in the near future.

"One thing about advertising, though—if you advertise, people think you have enough appliances on hand for immediate delivery, and that we don't have. So we'd rather wait until we have plenty of appliances before we start promoting them."

In contrast to the backlog of refrigerator orders, the Griswold appliance department is now "breaking even" on washers, says Mr. Chinnock. Deliveries are just about equal to the demand.

"Advance orders aren't coming in quite so fast now, but we don't believe the public is waiting for prices to go down. Instead, we think they merely want to save up a little more money before they place an order."

"Also, whenever a big local manufacturing plant shuts down because it lacks materials for production, our orders drop off. These layoffs

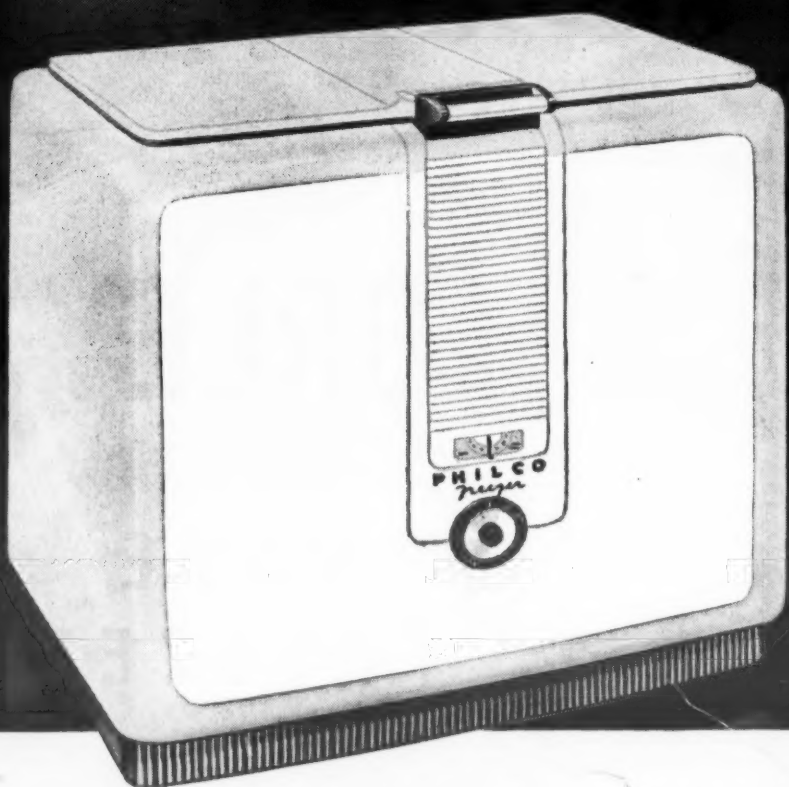
ing and uncrating appliances, moving them around, and the like. We want him to know the whole story from the outside crate to the inner workings of the machine. I believe he'll make a better salesman than if we merely kept him on the floor doing nothing except selling."

An important sales item in the Griswold appliance department is the complete kitchen, adds Mr. Chinnock. The firm does not, however, undertake to handle the actual remodeling work of a kitchen when extensive alterations to the building itself are involved, but it will undertake to supply workmen for the less involved jobs, he said.

Usual practice is for the Griswold firm to send out a man to the customer's home where he takes measurements and works up a suggested remodeling plan. Then the customer contracts with others for the alteration work.

LOCKER PLANT OPERATORS!

Put this Star Salesman of Frozen Foods to work for your business



Model AH51

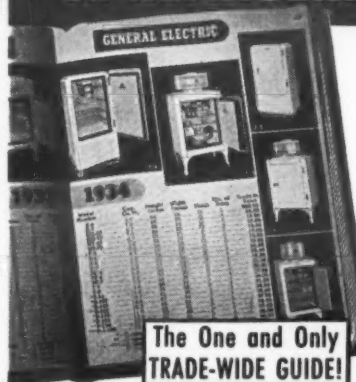
THE SENSATIONAL PHILCO FREEZER

FEATURES That Sell on Sight!

- Temperatures of 10°-20° below zero!
 - Outside Thermometer shows inside temperature.
 - Tamper-proof locking Temperature Control.
 - Automatic Guardian Bell rings if current fails.
- Available in 2 1/2, and 5 cu. ft. sizes to fit your customers' needs.

Selling Philco Freezers is not only a profitable business for locker plants—it's a *natural*! It provides customers with a handy "out-locker" for the frozen foods they take home . . . encourages frequent serving of frozen foods. Customers are more sold on having a locker, more eager to use it, and better able to buy from you in *quantity*! For more information about this great plus profit opportunity, write today to: Philco, Philadelphia 34, Pa.

The STANDARD Reference Manual on REFRIGERATORS and FREEZERS



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EDITION
NOW IN PRESS!**

- More than 1150 photographs
- More than 3300 model specifications
- Authentic trade-in valuations for all household refrigerators marketed since 1928.
- Operating data on Merchandising, Promotion, Reconditioning

Bookbound in washable green cloth—320 pages. Pocket Size—4 3/4" x 6 1/4". Price—\$6.00

NOTE—A limited quantity of current (1946) edition still available for immediate delivery.

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Check or Money Order enclosed ☐ Bill us per enclosed purchase order ☐
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Packing House's Automatic Equipment



Recently installed in the Wyandot Packing House, is this new quick-freeze equipment, manufactured by the Salem Engineering Co. On the left, trays of meat are being loaded into the Salematic quick-freezer, which has a capacity of 4 tons. At the right are the storage rooms where the temperature is -50° F. Operation is said to be automatic.

Salem Quick-Freezer with 4-Ton Capacity Controlled by Push Buttons In Wyandot Plant

WYANDOT, Ohio—An automatically operated quick freezer, a refrigerated processing room, fluorescent and ultra-violet ray lights, and glass block windows are among features which combine to make Wyandot Packing House in this central Ohio town one of the newest plants of its type.

J. E. Morris, president and general

manager, founded the packing company in 1939, started quick freezing operations in 1943, remodeled the plant in 1946, and installed a Salematic quick freezer in March of this year. Now, in a building containing 5,508 sq. ft. of floor space, animals are slaughtered, processed, frozen, and packaged with the latest equipment.

The quick freezer, manufactured by Salem Engineering Co., holds 4 tons of meat when completely loaded. Operated by push-button controls, the equipment consists of a series of racks traveling in an oval-shaped drive through a refrigerated area. Each of 10 racks carries 18 aluminum trays.

QUICK-FREEZER HAS ONE DOOR

All products enter or leave the freezer through a single door. Air seals keep warm air out and cold air in when the door is open.

All mechanical equipment except the compressor stays in the refrigerated area, where temperatures range from -15° to -20° F. Therefore, packing company employees do not have to enter the cold room.

Other refrigerated sections include the chill room, where animals are cooled for 48 hours at a temperature of 34° F.; the processing room, where a 50° F. temperature is maintained to help insure product quality and avoid discoloration of the meat; and the zero storage room, where the temperature is -5° F. The processing room was refrigerated by Salem Engineering.

Steaks, ground beef, and pork sausage, marketed under the "Chief Brand" label, are the specialties of Wyandot Packing. Ground beef and pork sausage are packed in convenient, easy-to-handle one or 10-lb. packages, while the steaks—uniform in size and weight—are packed six to a 1-lb. package.

Some of the ground beef, before freezing, is placed in the patty machine where 300 lbs. of patties are formed an hour. Then the patties are placed on trays in the freezer and left there for an hour. The 10-lb. cartons take seven hours for a solid freeze.

Water Boosts Efficiency, Harvard Test Indicates

CAMBRIDGE, Mass.—When a man drinks sufficient water to replace that lost through sweating and other means, he can maintain an efficient level of work. When he does not get enough water to do this, his efficiency is impaired.

These facts were demonstrated in a test conducted at Harvard university here and reported by the drinking water cooler division of the Refrigeration Equipment Manufacturers Association.

In the Harvard test, athletes covered a 16-mile course under three different conditions.

One was not given any water. His body temperature rose steadily and at the end of the course he was very tired and inefficient.

A second was given sufficient water to satisfy thirst but not enough to replace loss. His body temperature remained constantly low for 13 miles. Then it rose and his efficiency was impaired.

The third was given sufficient water to equal his sweat loss. His body temperature remained very low for this type of work and at the end of the course he said he could easily go on all day.

Los Angeles Firm Opens

LOS ANGELES—Paramount Heating & Air Conditioning Co. is the firm name under which Frank G. Barrios has published a certificate that he is now conducting business in Los Angeles at 921½ Hilton Court.

the Sanitary Quicfrez is Easy to Service!

With the Condenser Unit conveniently placed for quick access, servicing of the dependable QUIC-FREZ—Pioneer of Farm Locker Plants—is always an easy task.



Quicfrez Sales are Speedier—

—because people appreciate performance and quality features like these:

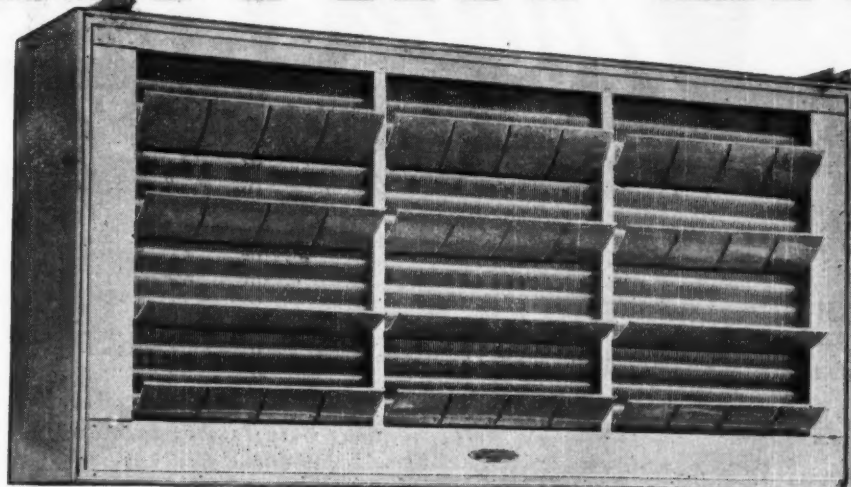
- 4 Roomy Storage Compartments for 75% greater convenience.
- 12½ Cu. Ft. Capacity—storing up to 600 lbs. of meat.
- Welded Steel Cabinet construction, with 5 inches of Glasswool insulation.
- Moisture-proof Sealing—preserves cabinet insulation.
- Low First Cost—economical daily operation.

Ask About SELECTED QUICFREZ DEALER FRANCHISES STILL AVAILABLE



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Farm Locker Plants Since 1939, Ice Refrigerators for More Than 40 Years

EXTRA LARGE



UNIT No. 720
55,000 B.T.U. Per. Hr.

Capacities
NOW AVAILABLE

UNIT NO.	B.T.U.	Per Hour
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82	2500	3800
96	4140	6200
133	4780	7180
159	6640	9860
212	7950	11900
265	10600	15900
360	13250	19900
480	18000	27000
720	24000	36000
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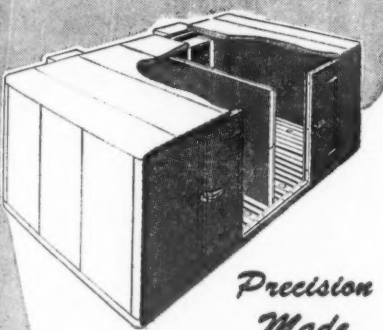
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ALUMINUM EXTERIOR AND INTERIOR FREEZE COOLERS

FOR ZERO OR MEDIUM TEMPERATURES

• LIGHT IN WEIGHT • SIMPLE TO ERECT, MOVE OR ENLARGE



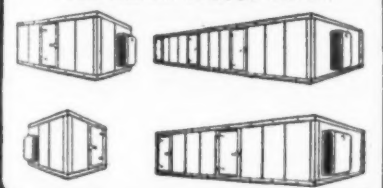
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SIZES FOR EVERY NEED

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MARINETTE, WISCONSIN
Distributors for Kinetic's "Freon-11," "Freon-12," "Freon-21," "Freon-22" and "Freon-113"

EQUIPMENT FOR SALE

Air conditioning units consisting of 1/2 hp Bishop-Babcock Compressor Body made for B & B by Servel Refrigerator Co.

1 16" X 24" Kramer Double row condenser.

1 3 1/2" X 14" heavy duty receiver with safety plug and test cock with approximately 5 lbs. of "Freon."

1 Detroit Lubricator 2 ton Expansion valve.

1 Peerless Thermac evaporator blower unit cooler 12" X 24" X 6".

10 ft. each of 1/2" and 3/8" tubing with vibrator eliminator attached.

Compressor body base attachable to automobile motors.

Also 60 other items including bolts, nuts, bases, and brackets.

These units were built for Chrysler Corp. to condition their Chrysler cars.

All the above equipment is new. Cost approximately \$300.00. Prices \$70.00 F.O.B.

These units are knocked down in shipping crates weighing approximately 200 lbs.

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THOMAS TRUCK of Keokuk

Thomas Western Pattern trucks are suited to general purpose use. Engineered for easy handling and balance so that truck will do maximum amount of work with minimum effort. Easy rolling—strong sturdy construction—perfect balance. Hyatt bearings. Bevel steel nose blade. Thomas also makes many other types of 2 and 4-wheel trucks. Write for catalog M.C.

THOMAS TRUCK & CASTER CO.
4769 Mississippi River, Keokuk, Iowa



What the Dealer Selling Freezers Should Know About Using Them

First In a Series By One Who Helped 'Pioneer' Freezers

I have had a freezer box in my own home in practical and everyday use for over 20 years. In fact, there are probably some among you who can verify this fact, having had meals in my home many years ago consisting of foods frozen in my own freezer.

I have always enjoyed hunting more than anything else in the way of recreation, and, until recently, went hunting at every opportunity and on the slightest excuse. Any of you who have hunted much and driven from 20 to 100 miles every time probably agree with me that every duck you get costs from \$15 to \$40 apiece, everything considered.

I have a very wonderful wife but she is quite conservative and always said that if I am going to spend money going hunting, I certainly am going to eat the game when I get home with it. So, in order to keep on hunting, I had to find some satisfactory way of disposing of the game—if and when fortunate enough to get any.

When I would come home with more ducks than we could eat right away, I thought I was quite a big-shot when I would go trotting down in the next block and give one of my neighbors a brace of ducks. However, I received quite a shock to my pride one day when I happened to look out and see my neighbor going across the street from his house trying to give

them away again. His wife wouldn't pick them *EITHER*.

About this time, I read an article in the paper that they had dug up, over in Siberia, one of these prehistoric animals—a dinosaur, I think they called it—that they estimated had been frozen for 3,000 years, yet the flesh was perfectly preserved and edible just as though it had been killed that day.

This set me to thinking about the possibilities of freezing my game and, being an impulsive sort of a bird, the more I thought of it the more I decided to try it.

At that time, I was in the employ of one of the large refrigeration companies and borrowed (with or without their consent) one of their evaporator coils which I took to one of the showcase and fixture houses here in Los Angeles and had them build an insulated cabinet around the same.

I then borrowed one of the company's compressors which I connected to this coil with proper regulating valves. After getting it to running properly, I took several ducks which had been drawn but *not picked*—and please make a note of this fact—and placed them in the center of the evaporator where they froze absolutely solid.

Well, so far so good. The ducks were frozen and everything looked lovely.

Finally, after considerable length

Editor's Note: This is the first of a series of articles by Mr. McIntire, who claims to have had a home freezer in use in his own home "at least as long as anyone else, if not longer." He is well known in California and other parts of the West, where he represents the Yorkville Paper Co., for the enthusiasm he generates in both selling and owning a home freezer.

Approaching the subject of the home freezer not as an engineer or as a laboratory technician, but as one who has had years of practical experience with the operation of freezers, Mr. McIntire has much valuable advice to offer those who know that the best step in selling the home freezer is to find out all there is to know about the subject.

Mr. McIntire's articles are protected by his own copyright, and any re-publication without special permission is forbidden.

of time, the good wife kept saying to me, "When are you going to eat those ducks?"

"Oh, I'll get around to it one of these days."

Now the truth was, I WAS AFRAID TO EAT THEM.

Finally, she delivered an ultimatum that I either eat the ducks or get that contraption off the service porch, which was already too crowded.

The First Duck Dinner

Fortunately, I had a friend here in the city who was a chemist and I thought he might come to my rescue. I called him up and discussed the matter with him, with the result that he told me to bring one of the ducks to his laboratory and he'd see what he could find out. After examining one of the ducks, he pronounced them perfectly fresh and edible.

I didn't tell the Missus about this but came home one evening and made the declaration that we had better have duck for dinner the next day. So she picked them, dressed them nicely, baked them with a goodly supply of wild rice, put them on the table, and we sat down to eat.

Well, I started out with some bread and butter. I kept looking at her and wondering why she didn't start eating some duck, and I noticed she was eyeing me pretty much in the same fashion. Neither of us had very much confidence yet in spite of my friend's analysis.

However, I finally took some duck on my plate and commenced eating. I ate more of the wild rice, however, than the duck.

After dinner, I sat around listening to the radio expecting every minute to break out into a cold sweat and a large stomach ache—or whatever it is you get when you have ptomaine

poisoning. However, nothing happened and everything turned out fine.

This worked so well that I developed quite a stunt! I would get ducks, geese, dove, quail, and whatever game I was fortunate enough to secure, put them in a freezer cabinet, and invite some of the boys in to have an all-around game dinner. I would explain to them after the meal that the birds they had just eaten had been frozen for a long period of time.

The game experiment proved so successful that we started the freezing of other foods, particularly meat. However, while the ducks came out perfectly—sweet and tender—the meats such as steaks, etc., would be dried out, flavorless, and very tough.

Learn About 'Dehydration'

It was about this time that we discovered the fact that in freezing we dehydrated the food, taking out its flavor, breaking down the cells, giving it a very poor taste, and making it tough.

In the case of the ducks, this had not happened inasmuch as we had not picked them. Being covered very heavily not only with feathers but also an under layer of down, they therefore were very well packaged and did not dehydrate or dry out to any great extent.

We then tried putting the meat in fruit jars and securing the lid tightly on the rubbers. In this manner, we had very much better success.

We kept trying more and more foods, different methods of packing them and on and on through the years until the freezer has become, without question, a "must" in our home.

This first freezer had approxi-
(Continued on next page)

More VALUE SALES PROFIT

Realizing that 80% of all frozen foods are sold on the spur of the moment, ULTRA-COLD has designed their cabinets to offer the most attractive display of frozen foods possible... the best point-of-sale advertisement for increasing sales. There is no trick to selling ULTRA-COLD Freezers... their modern, sales stimulating features make ULTRA-COLD a must with smart merchants.

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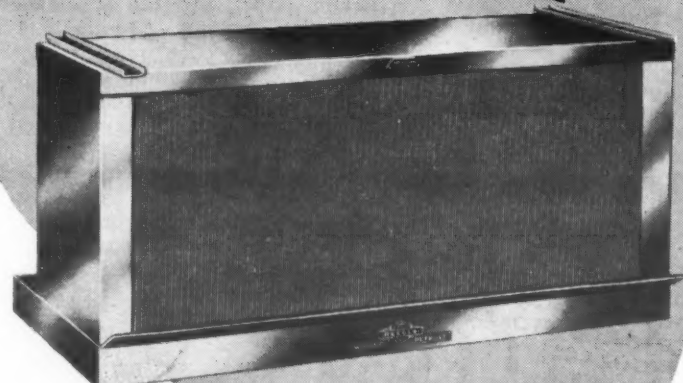
2 Clear 100% Vision Lucite Sliding Doors. Display back has full view mirror, Fluorescent lighting, and price card rack.

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5" of fibre glass and vermiculite insulation. Finger-tip thermostatic control. Automatic Expansion valve. Heavy duty commercial type condensing unit. 110-220 volt 50 or 60 cycle single phase. Refrigerant Freon. Adjustable cabinet dividers.

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"Recold" water defrost humid air evaporators present an unusual but dependable method of defrosting by using ordinary tap water. It assures complete defrosting of any temperature below freezing in less than five minutes without any product warm-up.

An ideal coil for any type of low temperature application or installation, it is particularly adaptable for ice cream hardening rooms or for frozen food walk-in refrigerators or storage rooms.

Only "Recold" or their authorized licensees can provide the water defrost coil because it is fully protected by U.S. patents.



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ULTRA-COLD

To Keep Until Needed—the Home Freezer Way



Much of the "pioneering" of home freezers came about because sportsmen, such as the one here bringing home some birds for storage in a HarderFreez cabinet, wanted to preserve their kill. Mr. McIntire, one of the pioneer promoters of the use of home freezers, tells how some of the early "home experiments" in the freezing of fish and game led to increased knowledge and better practices in the use of freezers.

What You Should Know About Freezers--

(Continued from preceding page)

mately 2 cu. ft. of capacity. We later sold this and bought a two-hole ice cream cabinet, which soon became too small. We sold it and purchased a four-hole ice cream cabinet, which became inadequate in the course of a couple of years. We traded it off and bought a six-hole ice cream cabinet, and so on until today we have approximately 32 cu. ft. of frozen food cabinet and storage.

Just before the beginning of the war, I moved down on my ranch near Escondido and when the war finally arrived together with its meat rationing, I began raising most of my own meat.

At this time we encountered a very serious problem of getting the proper materials with which to wrap and package various foods. I walked Los Angeles for days and days trying to find waxed papers, cellophane, cartons, or whatever I could get.

And it began to dawn on me that there was a tremendous future in the home freezer and locker plant business. And I also knew from experience that the question of proper packaging and securing of materials was going to be a very big factor in the business.

I had been loafing more or less for quite a while and decided to investigate food packaging materials as a business. After writing to a great many companies and talking to many here in Los Angeles, I finally got in touch with Yorkville Paper Co.

Testing Packaging Material

As a result, they sent me out a supply of their materials which I proceeded to go to work on in a very serious fashion, testing them as to their value so far as preventing dehydrating of foods in freezer boxes.

You may be interested in how you test material for its value for frozen food packaging.

My method was, for instance with meat, to secure a side of beef or a whole beef—as it happened, I was raising most of my own beef at that time—and after having the same slaughtered and cured the proper length of time, we would eat certain cuts; for instance, some of the T-bones to determine the quality of the meat before freezing.

Then we would wrap say two T-bones in one kind of material; two in another; two in cellophane, and so on. These would be immediately weighed on very delicate scales, placed in the freezer box, and frozen, the exact weight having been marked on each package.

After they had remained in the freezer box for a certain number of weeks, we would take them out of the box and weigh them. The difference in weight of each package, if there was any, told the exact amount of dehydration or loss of moisture that had taken place.

When you dehydrate foods, you spoil them—for here is what happens. All foods are made up of cells, or what would be very minute vacant spaces were they not filled with juice. If it is strawberries, for instance, they are full of strawberry juice. If it is carrots, they are filled with carrot juice. And if it is meat, they

are filled with the juice of the meat, etc.

It is well to know at this point that the relative humidity in a freezer cabinet is zero at practically all times. That is, there is no moisture at all in the air within the freezer cabinet due to the fact that as soon as any moisture enters the cabinet, or is released from a poorly wrapped package of food, it immediately goes to the walls of the cabinet or the coils as the case may be, and freezes there. And, no matter how much enters or is re-released in the cabinet, this process continues with the result that the air, as I say, is absolutely dry.

Why Packaging Is Necessary

The relative humidity or amount of moisture in the package of foods such as meats, vegetables, berries, etc., is extremely high for the reason I just told you. So you can readily see that there is a tremendous pull by this dry air to draw out the moisture in the food packages. Therefore, the necessity of proper packaging of any food to be frozen.

Now, let's go back to our food cells and see what happens when they are dehydrated.

Imagine for a moment that these cells are very minute toy balloons inflated very tightly with moisture and, just as toy balloons would be under such circumstances, they are very tender and full of the juices which contain the flavor of your food. When dehydration takes place, we actually puncture all of these little cells and start extracting the juices from them, letting them break down into a flabby condition.

If you were to release all the moisture out of a toy balloon, as you know, it becomes a flabby mass and can hardly be cut with a knife or punctured with a lead pencil, for instance. And that is just what happens to your food. All of the millions of cells breaking down and their moisture, or flavor, is extracted and they become flabby; or, in other words, your food becomes tough and flavorless. Therefore, I again repeat the necessity of using proper materials and doing a proper job of wrapping of any foods to be frozen, if you expect them to be good and palatable when taken out of the freezer.

After testing materials for over a period of two years and having satisfied myself as to what good packaging materials consisted of, I decided to sell frozen food packaging.

Of course, in this sales work, I went into the salesrooms of many manufacturers, dealers, and distributors who were then making and selling freezer cabinets or preparing to do so, and I was actually astounded at how little most of them knew of the real uses and needs for a freezer box or the necessity of packaging properly, what materials to use, and how to wrap, and where to secure such materials.

I found that the great percentage of them and their sales force were still imbued with the idea that people were going to take freezer boxes away from them just as fast as they could be manufactured.

I grant you that during the war

and our period of rationing, there was a tremendous desire on the part of the public built up for a freezer. The public believed that if they had a freezer box they could secure some meat in one way or another and therefore have a plentiful supply during the rationing period.

And during this period, ice cream cabinets, beer coolers—in fact, most anything—was being converted into freezer boxes and they would sell very readily for the reasons I just mentioned.

But let me tell you, the seller's market we have talked about is pretty well a thing of the past right now and buyers will have to be shown a GOOD REASON for buying anything from now on. Therefore, let me urge you all to build up a need story, or reason why people should buy a freezer box, because I can assure you that they are

not going to buy them just for the sake of keeping meat alone. You are going to have to give them more reasons than that.

How many of you remember the old stories we used to pound into our refrigerator salesmen about the progress of the preservation of food?

Remember how we told them that cellars, wells, caves, and springs were used to keep food cool? Remember how we told them that the reason that America was discovered was that Columbus was hunting a short-cut to the Indies to bring back spice to Europe with which to preserve foods? Remember the stories we told them how Lord Bacon, I believe it was, stuffed a fowl with snow and found that he could keep it many days in that fashion?

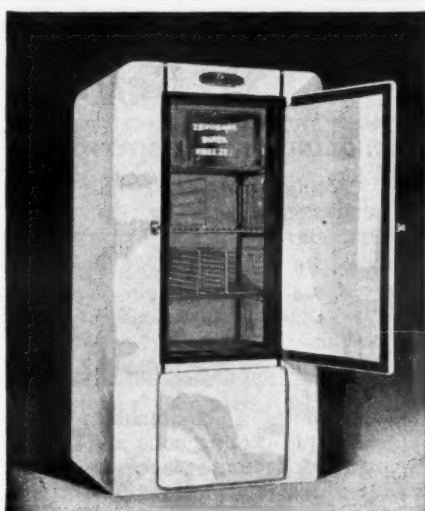
How we discussed with them the cutting of ice from the mill pond and storing it away in the ice house,

and that as we said then, "Now we have the mechanical refrigerator which can be put right in the home." Then we told them all the things we could do with the mechanical refrigerator, or imbued into their minds a real desire for a refrigerator.

Remember how they used to tell you, just as they are doing now with freezer boxes, that they had no place in the home to put a refrigerator; but just as soon as we created a real desire on their part for a refrigerator, they found a place to put it?

Now, here we are with another big step in man's constant search for methods of preserving foods and yet leaning back on our oars just expecting people to come and take freezers from us. No, we have got to go back and build up a "Need Story," build up a DESIRE in the mind of the prospect for a freezer.

(To Be Continued)



Wilson "ZEROSAFE"
Model FF-15 Farm Freezer

WILSON "ZEROSAFE" FREEZERS ARE TIME-TESTED

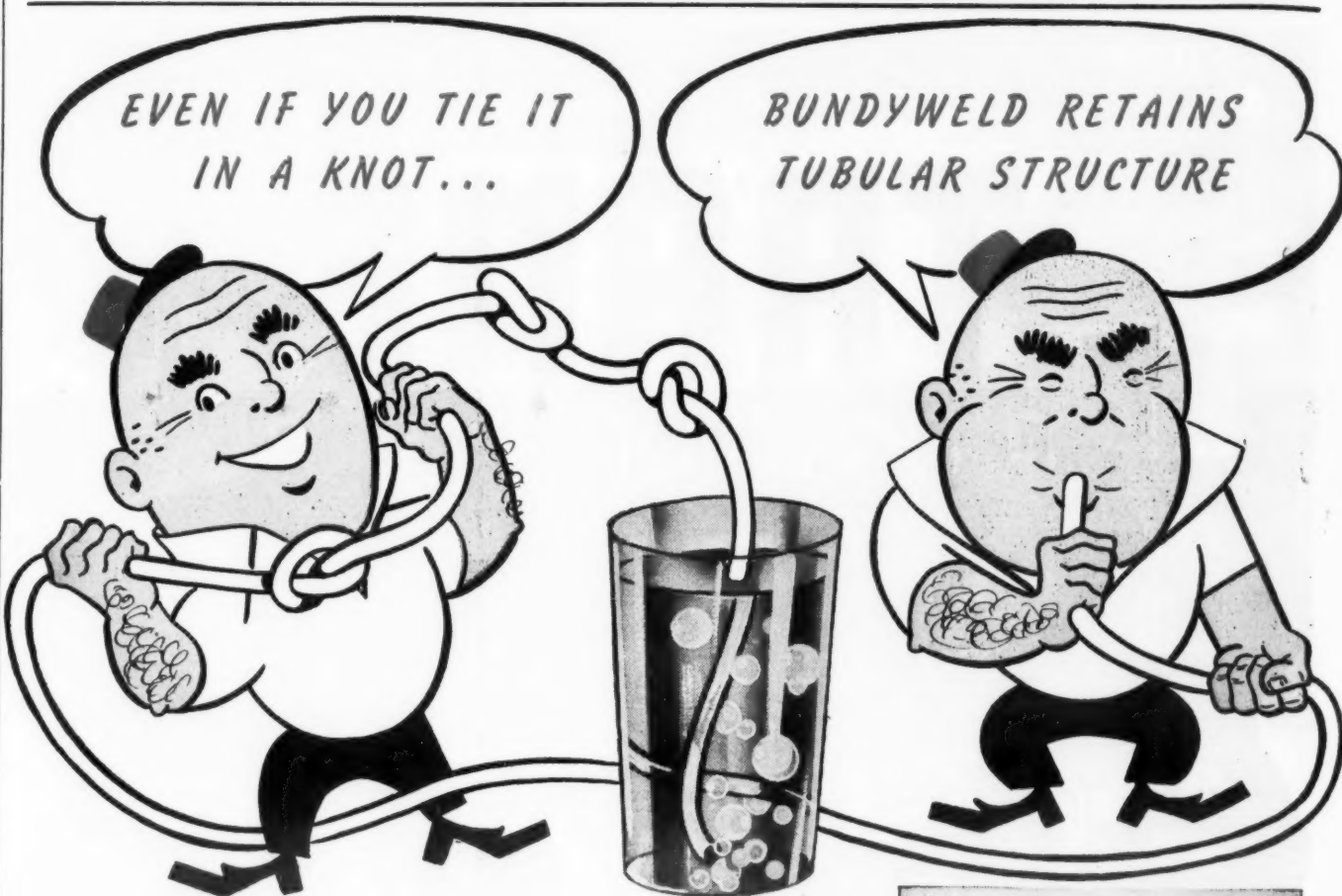
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If your merchandising plans include the selling-and-servicing of a complete line of modern freezers that are outstanding in quality and leadership, let's exchange information today. Address Desk 11.

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Why Bundyweld* Nickel makes better beverage tubing

USERS of Bundyweld Nickel Tubing find maximum resistance to denting, collapsing or bursting—even when their application calls for complicated bends and turns.

Two things make this possible: First, the unique double-wall construction of Bundyweld; Second, the inherent strength of nickel.

And that isn't all. This strength makes possible manufacture of Bundyweld Nickel Tubing in lighter gauges which are equal in strength to thicker walled tubing of other metals.

Here's what Bundyweld process does for this tubing:

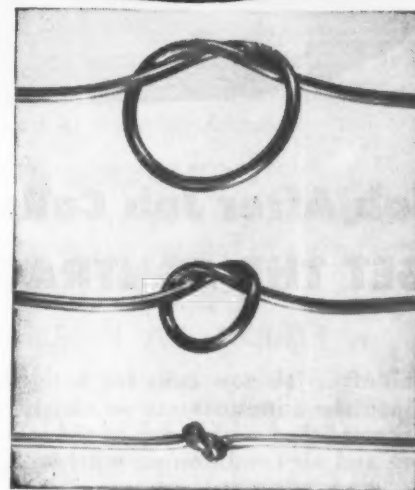
- Faster cooling, through thinner walls

- Stronger, because it's double-walled
- Easier to form; it's strong, yet ductile

And here are advantages nickel adds:

- Longer life because of the well-known corrosion-resistant properties of nickel
- Strong, because nickel itself is strong
- Purity-protecting, as attested by world-wide use of nickel in beverage and food processing equipment
- Easy to clean, with any ordinary cleaning compound or fluid.

Write today for complete details. Bundy Tubing Company, Detroit 14, Michigan.



These photographs illustrate, top to bottom, successive steps in drawing a length of Bundyweld Nickel Tubing into a tight knot. They demonstrate the strength and ductility imparted by the Bundyweld method of manufacturing.

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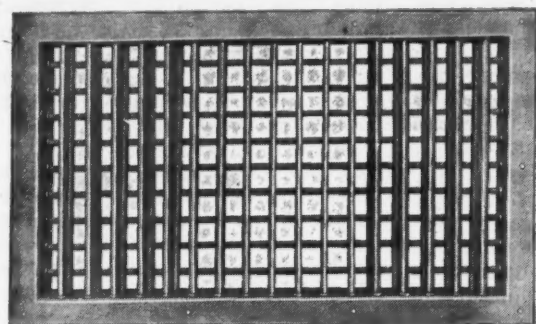
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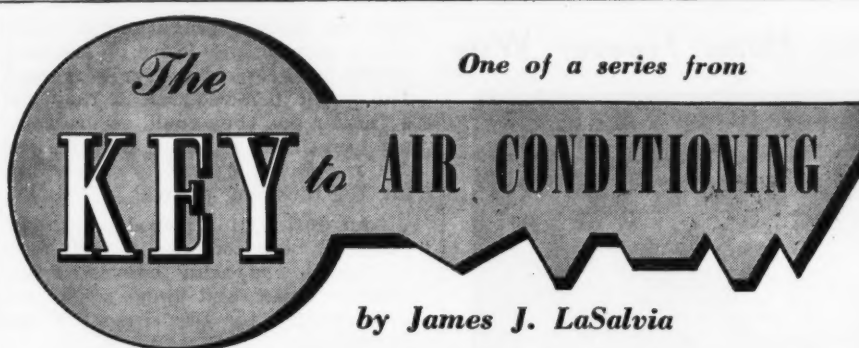
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by James J. LaSalvia

Editor's Note: In this instalment, the author, a veteran air conditioning engineer continues his practical discussion of air conditioning design and application problems by describing various methods of achieving both cooling and dehumidifying and outlining refrigeration storage systems.

He points out both the advantages and disadvantages of this type of air conditioning system and indicates its most likely applications. The next instalment will show how to design and figure a typical storage system.

Refrigeration (Cont.)

COOLING AND DEHUMIDIFYING

Cooling and dehumidifying may be accomplished by the following methods:

A. *By mechanical means.* (Compressor.)

1. Direct expansion coils in air stream.

2. Cold water coils in the air stream.

3. With a combination of cold water pre-cooling coils and direct expansion cooling placed so that the air will pass through the water pre-cooling coils first and the direct expansion cooling coils last.

4. By the use of an air washer,

where cold water is sprayed in the air stream.

5. By the use of an air washer, where direct expansion coils are placed in the washer in the air stream.

6. By the use of a storage system, where water is cooled and then sprayed in an air washer in the air stream, or the cold water is circulated in the water coils where the air passes through.

B. *With cold well water,* where the water is passed through water coils or sprayed in an air washer. For comfort cooling this water should be lower than 58° F.

C. *With ice systems,* by melting ice in a tank and pumping the cold water through water coils or spraying in an air washer.

D. *By steam ejector system.*

REFRIGERATION STORAGE

The refrigeration storage system or the hold-over system, as it is sometimes called, consists of a compressor unit to store up cold water and some ice in a storage tank during the hours of the day or night when the space is or is not being air conditioned and using the cold stored water upon the demand of the air conditioner.

With this method a compressor smaller than that in the conventional system can be used, but it will have to operate a longer period of time. If possible, according to type of space to be air conditioned, the operation of the compressor may be entirely at night, thereby keeping it off the customer's daily peak load.

Operating the compressor at night, or any time that it doesn't increase the peak electrical load to the customer over what he used before installing air conditioning, would provide a better load factor.

The reason why this system is not used more frequently is that the air conditioning manufacturers who have sold and installed practically all of the air conditioning systems to date have not actively promoted its use.

Not all jobs are adapted to the

storage principle, and if used it must represent some kind of a saving to the customer. Such saving usually occurs in the operating cost. In this type of a system the first cost is practically the same as the conventional type.

ADVANTAGES OF THE STORAGE SYSTEM

The advantages of the storage systems are as follows:

1. Low initial electrical cost.
2. Off-peak operation to offset possible installation of new or larger transformers.
3. Higher power factor on customer's line.
4. Electrical demand charges can be cut considerably when they are high.

DISADVANTAGES OF THE STORAGE SYSTEM

There is really only one disadvantage to this type of a system, and that is the large amount of space required for the storage tank and recirculating pump.

SITUATIONS BEST SUITED TO THE STORAGE SYSTEM

In general, the storage system is most applicable to establishments with the following situations:

1. Where sufficient space can be had to locate storage tank and circulating pump.

2. Where the air conditioning system is to be operated on an average of seven hours per day of maximum cooling load or less.

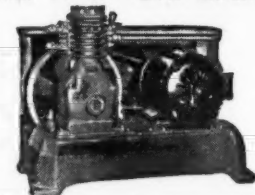
3. Where the increase in maximum billing demand is small.

The type of establishments which will best fit the above situations are neighborhood theaters, churches, and funeral parlors.

TYPE OF STORAGE SYSTEM

The principle which the author is discussing, is the method of cooling water in a tank to 35° F. and allowing some ice to form on the evaporator coils, water being the principal cooling factor. It is intended to keep the suction temperature or pressure of the compressor as high as possible in order to get the most work done for each horsepower of the motor.

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AUTOMATIC REFRIGERATION



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Architects, engineers, and owners prefer a minimum of contracts and responsibilities—so the contractor who can bid on the whole job has a much greater chance of getting it. The contractor who cannot bid on the whole job may likely lose it to one who can.

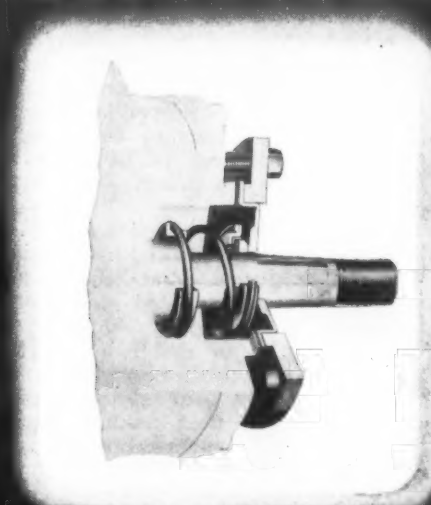
Heating and air conditioning are so closely related, from figuring the job through installing it, that it is only logical for the contractor to grow with the industry by combining heating and air conditioning. In this way, the contractor has peak business the year around, and is assured of a steadily increasing market

in remodeling and modernization work, as well as in new construction. Just as the contractor needs both heating and air conditioning to make his service complete, the heating and air conditioning industries need additional contractors so that they can expand to meet the enormous demand.

Trane is the ideal source of supply for the independent contractor who combines heating and air conditioning. The complete Trane line includes every necessary product for entire heating and air conditioning systems—giving the contractor the undivided responsibility of one manufacturer. Trane field engineers in 85 field offices are constantly available for help and advice in any phase of heating and air conditioning.



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Emphasizing 'Investment' Angle In Food Freezer Sales Encourages Acceptance



Mr. and Mrs. Victor Zuckerman of Howard Furniture, Detroit, Whiting freezer dealership, get some additional facts on the product from Howard Roberts, vice president of Whiting's Refrigeration Division, and Clyde Buck (right), general manager of Peninsular Distributing Co., following a sales meeting for dealers in Detroit.

DETROIT—Dealers who attempt to sell food freezers merely as "appliances" are apt to find themselves "up against a stone wall," Howard Roberts, vice president of Whiting Corp.'s refrigeration division, advised a group of Detroit area dealers and others last week.

Mr. Roberts spoke in the Detroit Leland hotel at a dinner meeting sponsored jointly by Whiting and Peninsular Distributing Co., Detroit, Whiting distributor. Advertising, merchandising, and sales plans for the Whiting freezer were outlined during the meeting attended by about 100 persons.

"Let's not sell food freezers," Mr. Roberts proposed. "Let's sell an investment."

He described the food freezer (a term he prefers to "farm and home freezer") as "the best and safest" investment a householder can make. That's the way it should be sold, he stressed—by accenting the big returns in terms of money, food, and time saved.

But, Mr. Roberts warned, when a dealer talks economy he will be up against another stone wall unless he has the figures to prove his case.

Further, the dealers were cautioned, it will make little difference how many times the story is told if freezers are not demonstrated. To do this properly, he suggested, there are two "absolute requisites":

1. A dealer must display frozen foods in the freezer, and
2. He must take a freezer home and live out of it himself, so he will know firsthand what it's all about and thereby be able to impart his enthusiasm to others.

Demonstration, it was indicated, is the keystone of Whiting's merchandising program. Under this program,

50 to 100 residents of a dealer's town or area are invited to a frozen food dinner meeting staged jointly by the dealer, distributor personnel, and a representative and home economist from the factory.

He added that factory representatives will remain in a dealer's area to lay a foundation for freezer sales and will not move on until the program clicks.

While outlining major features of the Whiting food freezer, Mr. Roberts announced that the company is converting its 12-cu. ft. unit into a 17-cu. ft. unit and the 4½-cu. ft. model into a 7-cu. ft. model merely by changing the insulation. He said the enlarged-capacity freezers would be on the market soon.

In emphasizing that Whiting is in the freezer business to stay, the Whiting executive reported that the number of freezer manufacturers had dropped from a postwar high of 414 to a present total of 38. There are only 13 production lines in the United States devoted to food freezer production, he declared.

He had noted earlier in his talk that he feels the term "farm and home freezer" is a misnomer and that "food freezer" is more appropriate.

"After all," he commented, "we're not freezing farms and homes." Mr. Roberts was preceded on the platform by A. Walter Seiler, president of The Cramer-Krasselt Co., advertising agency.

Mr. Seiler told the dealers the infant (less than 10 years old) food freezer industry is now at the beginning of the high-profit stage. He said more freezers were sold last year than washers in 1926.

He acknowledged that selling freezers is "no pushover." But, he stressed, it can be done.

"All it takes," he observed, "is salesmanship, faith in your product, and the push necessary to get the story to the people."

People today are not holding back from buying because they don't have the money, he declared, pointing out that there has never been so little unemployment and so much purchasing power.

There is no fear factor involved in selling freezers today and it can be proved that freezers will pay for themselves, the dealers heard.

Mr. Seiler reviewed some of the "push" being put behind the Whiting freezer in the way of advertising, including the "Queen for a Day" radio show on which a Whiting freezer is given away each Friday.

J. H. (Jack) Ryall, general sales manager of Peninsular Distributing Co., acted as chairman of the meeting.

Locker Plant Stresses Customer Satisfaction

MOORHEAD, Minn.—Claimed to be one of the most modern frozen food locker plants in the Midwest, the 575 locker Moorhead Locker Service was opened here recently.

Providing a complete freezing and processing service for Red River Valley farmers and stock raisers, the plant consists of retail sales, locker, freezing, chill, curing, and offal rooms. It employs Kramer "Thermobank" units and York equipment.

The chill room and offal cooler are kept at 35° F. The freezing room, equipped with Dole plates, is held at -20° F. It has a daily capacity of 2,500 pounds of food.

The locker room, maintained at 0° F., contains 575 lockers arranged in tiers of six. Four of the lockers in each tier are of the drawer type. The other two are of the door type.

The curing room, with a capacity of 8,500 pounds, features shelves made of cypress wood to eliminate odor contamination.

Ed Arnberg, who owns the plant in partnership with his son Eugene and R. W. Rasmus, declared that he has set up separate preparation and freezing rooms for wild game and fowl so that they will not take on the flavors of other meats processed at the plant.

As an additional service to customers, Mr. Arnberg keeps a record of each customer's likes and dislikes, such as what size packages he prefers and how he likes his steaks and chops cut.

✓ CHECK WITH Ranco FIRST

Specialists in Refrigeration	Less Stock to Carry
More Ranco Controls in Use	Greater Customer Satisfaction
✓ Dependability	More Profit For You

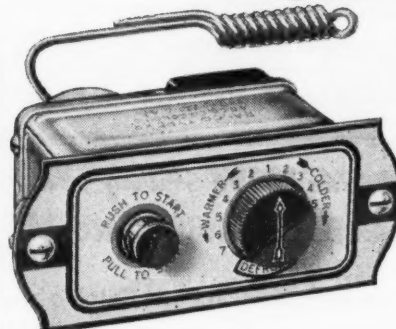
Ask your wholesaler for complete details, or write direct to Ranco Inc. We're ready to serve you.

Ranco Inc.
COLUMBUS 1, OHIO



World's Largest Manufacturers of REFRIGERATION CONTROLS

Designed for Dependability



Precision manufacturing methods, embracing the most modern production equipment and methods, are Ranco's contributions to dependable refrigeration control performance. In selecting Ranco Refrigeration Controls, you're joining the leaders—manufacturers and service men—who know that Ranco Controls are designed for dependability.

1960? 1970? 1980? 2000?

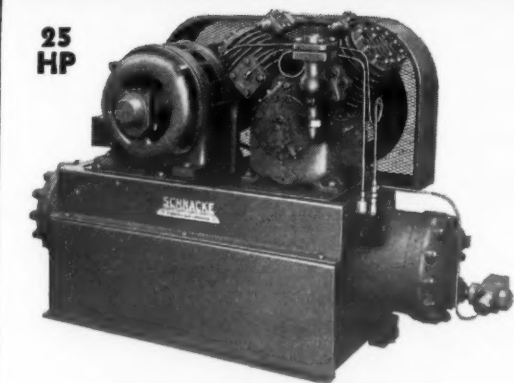
How Long should a Compressor Last?

AS LONG AS THE WEARING PARTS WILL LAST!

In SCHNACKE Compressors, all wearing parts are replaceable, and the hardened STEEL Cylinder Sleeves—ground and precision-honed to micro-inch finish—are cooled by the cool vapor from the evaporator.

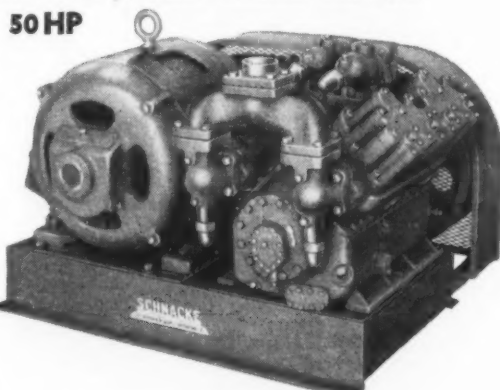
SCHNACKE REFRIGERANT-COOLED CYLINDER SLEEVES...

assure Long Life and Economy



SCHNACKE COMPLETE CONDENSING UNITS

Illustrated above is the F-C Model, with capacity from 10 H.P. low temperature to 25 H.P. Air Conditioning. T-C Models range from 5 H.P. low temperature to 15 H.P.—A.C. The Condenser is ASME approved, fin tube, cleanable type, mounted in sturdy base. Water control valve and pressure controls installed.



SCHNACKE COMPRESSORS

Illustrated above is the E Model, ranging from 20 H.P. low temperature to 50 H.P. Air Conditioning. There are 29 models covering the full range of high and low temperatures from 5 to 50 H.P.

SCHNACKE Compressors and Complete Condensing Units Have Many Advanced Features

The Refrigerant-cooled, replaceable Steel Cylinder Sleeves assure cool operation and greater resistance to heat and wear, which increases pumping capacity. In addition, SCHNACKE Compressors offer these advanced engineering features:

FORCE FEED LUBRICATION

All SCHNACKE Compressors are equipped with positive rotary pumps which force oil to shaft seal, bearings, and all moving parts.

ALL VITAL SERVICE PARTS ARE INTERCHANGEABLE IN ALL MODELS

The Standardization of vital service parts on all SCHNACKE Compressors and Complete Condensing Units means interchangeability of pistons, rods, piston rings, bearings, seals, valves, valve assemblies, refrigerant-cooled cylinder sleeves, and many smaller parts, reducing service stock requirements, and promoting efficient, and economical service.

OTHER ADVANCED FEATURES:

All SCHNACKE Compressors have balanced forged crankshafts, individual cylinder liquid relief, individual cylinder valve cage assemblies, built-in suction strainers, sealed crankcase, balanced pressure shaft seal, insert-type bearings, water or air cooled heads, and all machining is done to close tolerances and high finish to assure smooth operation and lasting efficiency.

Complete engineering data will be mailed promptly upon request to SCHNACKE, INC., 1016 East Columbia St., Evansville, Indiana.

SCHNACKE, INC.
EVANSVILLE, INDIANA

A Good Figure ATTRACTS Attention

HERE'S ANOTHER GOOD FIGURE!

8¢

COSTS ONLY PER POUND OF REFRIGERANT

THAWZONE

PATENTED

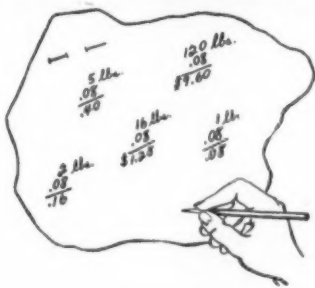
The PIONEER FLUID DEHYDRANT

Figure based on pint quantities. Only slightly higher for smaller quantities.

TRADE PRICES

THAWZONE is packed in convenient size containers.

1 oz. container. Treats 8 lbs. of refrigerant	\$ 1.00
4 oz. container. Treats 32 lbs. of refrigerant	\$ 3.00
Pint container. Treats 128 lbs. of refrigerant	\$10.00



ALSO MAKERS OF



HIGHSIDE CHEMICALS CO.
195 VERONA AVE. NEWARK 4, N. J.



Are You Looking for An Easy Way to Handle Stoves, Refrigerators and Freezers?
Solve Your Problem with the New ROLL-OR-KARI DUAL TRUCKS
 Patented Step-On-Lift • Folding Handles
 Capacity 1000 Lbs. • Shipping Weight 40 Lbs.
WRITE TODAY • PRICE \$35.00 F. O. B.

THE ROLL-OR-KARI CO.
 MANUFACTURERS
 ZUMBROTA • MINNESOTA

SALES ENGINEER WANTED

We require a man with the following qualifications:

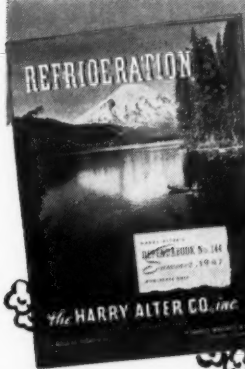
Thorough knowledge commercial refrigeration and coils in particular.

Intimate contact with jobbers and manufacturers—East.

30-45 years old.

If your past record will stand a rigid investigation, an unusually attractive position awaits you. Remuneration in excess of \$9,000 yearly.

Box 2497, Air Conditioning & Refrigeration News



The NEW Harry Alter
Summer DEPENDABOOK No. 144 is OUT!

It's the Refrigeration Parts Catalog you can't afford to be without. Send for your copy

TODAY, on YOUR letterhead, please.

THE HARRY ALTER CO., INC.

1728 SO. MICHIGAN AVENUE
 CHICAGO 16, ILL.
 134 LAFAYETTE STREET
 NEW YORK 13, N. Y.

Big Furniture Store To 'Concentrate' Appliances

HOUSTON, Tex.—Following completion of remodeling now underway at Phoenix Furniture Co., one fourth of the entire first floor will be devoted to major and small home appliances, according to A. R. Freed, general manager. Heretofore, the appliances have been sold in various sections of the store.

"We believe grouping all appliances in a single department will make it easier for the customer to see what she wants and will also facilitate the sales clerk's work," Mr. Freed says. Although most of the major appliances such as washing machines and electric refrigerators are still on the critical list, and the store still has customer waiting lists, Mr. Freed believes items ready for delivery will be sold more quickly if displayed in the natural flow of traffic through the store's main entrances, and that the customer can be served much better in the new location.

Designed by J. R. Ramey, advertising manager for Phoenix, the new department will be of modern design in vivid decorator colors augmented by fluorescent lighting. Each item will be shown in a separate setting. Small appliances will be displayed on spiral shelves in small booths, according to Mr. Freed.

Kinney In Larger Quarters

SAN DIEGO, Calif.—Kinney Bros. branch store, formerly located on India St. here, has moved to larger quarters at 446 W. Beech, according to an announcement.

TELLING and SELLING

A GUIDE TO SMART ADVERTISING AND MERCHANDISING PRACTICES

This series of articles comprising ideas and principles for the small retail or manufacturing business is written by James D. Woolf, who was for more than 20 years a vice president and director of J. Walter Thompson Co., one of the largest advertising agencies. Out of his experience embracing all types of advertising and merchandising he brings his counsel to the small businessman who must plan his own advertising and promotional efforts.

By James D. Woolf

The Power of an Idea

The advertising that is most effective is the advertising to which "something new has been added."

But that "something new" must be something people want—something desirable—something that, at least most of the time, people haven't been getting.

Here's a very simple example: The rest rooms in thousands of gas stations, as everybody knows, are none too clean and little short of a national disgrace.

On a recent fishing trip in Colorado I drove past scores of country service stations, many of them sadly in need of a new coat of paint, which advertised their comfort facilities with signs, usually weather-beaten, which read either "REST ROOM," or "TOILET."

Then we came upon a welcome exception. This sparkling station, fresh with a coat of white paint, caught our eyes with a snowy white sign, at least five feet long, on which were painted three words in sky blue letters: "CLEAN Rest Room."

I talked with the owner. He had bought the station, a seedy and soiled affair, four months before. In that short period he had sold more gasoline and oil than the old owner had sold in the entire previous year.

Here you see the power of an idea—"CLEAN Rest Room." When "something new has been added"—something people want—things begin to happen.

GET YOURSELF AN IDEA

Reader's Digest tells about an Oregon hardwareman who spent \$150 fixing up a "Customer's Room," 10x20, in the back of his store. His advertising suggested: "Don't clutter up your home with a small paint job—bring it down here."

"Within a matter of days," says the magazine, "he developed an Adult Work Center with men and women painting and repairing screens, furni-



ture, knickknacks—and buying scores of items suggested by their activities in the 'repair shop'."

Here is another example of how an idea—something new and appealing—puts power into advertising.

It seems to me that this idea could be adapted to other businesses. Take a retail shop, for example, dealing in supplies for amateur photographers. Why not a dark room, efficiently equipped, where the amateur could develop his negatives and make his prints—and also gossip about his hobby with other "bugs"?

What an advertising feature that would be!

Would the shop thus lose work it might otherwise have had? Perhaps. But not much. It would have been home work in any event in many cases. And the patronage of new customers and increased sales of supplies could be tremendous.

HOW ABOUT A "CUSTOMERS' ROOM?"

And why wouldn't the same idea put lure into the advertising of the sporting goods dealer?

Advertise a "Customers' Room" fitted up with every needed tool and device for tying flies, painting and repairing plugs, and making minor repairs on guns, rods, reels, tennis rackets, golf clubs, and all the assorted paraphernalia the sportsman needs in the happy pursuit of his pastime.

Add to that a few comfortable chairs—and you'll have a "Club" wherein the boys can spin their tall tales. I know of at least one sports-

crazy town where such a "Customers' Room" would be a sell-out.

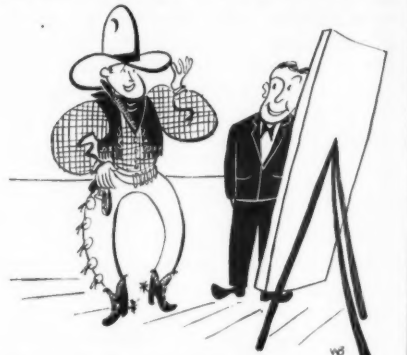
LAUNDRY HITS PAY DIRT

In Tucson, is a laundry and dry cleaning firm, busted and in debt in 1935, that is today valued at half a million dollars.

What did it was advertising, publicity and sales promotion to which "something new had been added."

As a dramatic demonstration of its skill, the laundry ironed two shirts and a blouse or dress out of each "rough dry" bundle free of charge. That was a new idea in Tucson, and it brought quick results.

Constantly the advertising featured new ideas—and each was a new service, a first, in the community. The laundry was the first to repair zippers, the first to reweave invisibly moth and cigarette holes, the first to know how to clean leather jackets, the first to know how to block ten-



gallon Stetsons, the first to make "Levi's" look old and faded (very stylish!), the first to shine shoes and deliver them at your door, and the first in a dozen other things.

The advertising brought sensational results because the laundry had something to say—about something that people wanted but had not been getting before.

GIVE THEM A PLUS VALUE

I know of one store dealing in office furniture, typewriters, stationery, etc., which has found its "Customers' Room" an extremely successful advertising idea.

This room is equipped with four typewriters, stationery, desk fountain pens, pencils, etc. The room is available without charge to everybody, customers and non-customers alike, for whatever writing use they want to put it to.

During any hour of the day five or six persons—salesmen, local business men, high school students, housewives—may be seen in this room typing away at the machines or writing at the desks. Nearly everybody has an important letter or paper to write now and then, and this store's "Customers' Room" is a very real service to hundreds who have no typewriters of their own in their homes, offices and stores.

It is plus values like this that put salesense in advertising.

STUDY HUMAN NEEDS

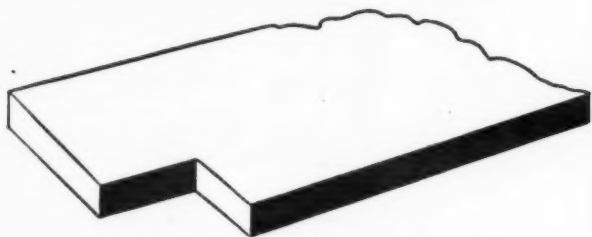
I can do no better than to repeat what has been said in this place before. Think of your business in terms of what people want—and particularly in terms of what they are not getting now.

Conduct a little "Gallup poll" of your town. Study your customers and prospects, their problems, their needs, their gripes. Maybe, for example, you are a building supply dealer. How can you make your service better? What can you say in your advertising that will arouse interest?

I have heard of one building supply dealer who never lets up in hammering home his slogan—"MY PROMISES ARE MADE TO BE KEPT." He makes good on that by never making a promise unless he is sure he can keep it. He is doing all right.

There is no mystery in advertising. It is really very simple. Have something the people want—and tell them about it. That's salesense.

Nebraska*



* One of a series of advertisements based on industrial opportunities in the states served by the Union Pacific Railroad.

- LARGE SOURCE OF FARM PRODUCTS
- LEADER IN DAIRY PRODUCTS
- MAJOR LIVESTOCK PACKING AND PROCESSING CENTER
- AMPLE WATER SUPPLY
- NATURAL GAS, COAL, OIL AND ELECTRIC POWER
- RICH MINERAL DEPOSITS
- DIVERSIFIED INDUSTRIAL ACTIVITY
- STRATEGIC DISTRIBUTION LOCATION
- EXCELLENT RAIL TRANSPORTATION
- SKILLED, FAIR-MINDED LABOR
- NO SALES OR INCOME TAX

Industries engaged in the packing or processing of farm products find Nebraska a rich source of raw materials. Corn, grains, sugar beets, potatoes and other vegetables are grown in abundance.

Omaha is a leading meat packing and poultry processing center. It frequently leads the nation in livestock receipts, is located in the world's largest butter producing area, and houses the nation's second largest industrial alcohol plant.

In addition to agricultural activity, there is diversified industrial manufacturing

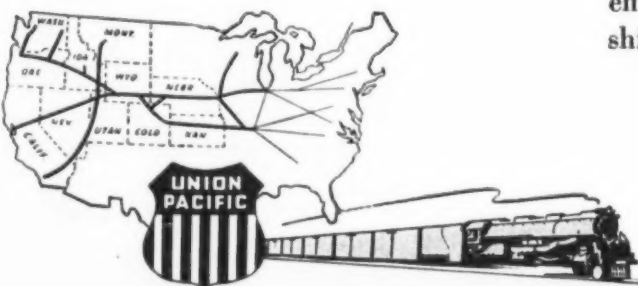
such as farm machinery, air conditioning equipment, fabricated steel, brick and tile.

Nebraska has large mineral deposits; gypsum, salt, potash, sand, gravel, stone, etc. Natural gas, petroleum and coal are readily available.

Of particular interest to industry is Nebraska's "pay-as-you-go" policy; no state sales, income or luxury taxes. It is a good place to work and live.

In Omaha are the headquarters of the Union Pacific Railroad which provides efficient, dependable transportation for shippers and travelers.

* Address Industrial Department, Union Pacific Railroad, Omaha 2, Nebraska, for information regarding industrial sites.



UNION PACIFIC RAILROAD

THE STRATEGIC MIDDLE ROUTE

Refrigeration Problems And Their Solution

By P. B. Reed

For Service and Installation Engineers



Manager, Refrigeration
and Air Conditioning
Division, Perfex Corp.

Which Type of a Service Business?

For the past few issues we have studied the subject of making a profit in the refrigeration installation and service business. We have been considering this subject on the supposition that it is an independent business engaged exclusively in installation and service and that the only merchandise it sells consists in replacement parts, refrigerant, belts, gaskets, tubing, fittings, and other installation material and even an occasional condensing unit or evaporator to replace one that is so old, worn, and obsolete that the customer is better off to buy a new one rather than to have the old one repaired at a cost that represents a very considerable part of that of the new unit.

In the past the "independent" service company operated on that basis. In fact the word "independent" came to be used because he was not a dealer for any make or line of refrigerating equipment. His business was strictly installation and service. Many service companies still operate on this "independent" basis.

His business derives from three sources (1) Direct from the user, (2) Installation and service for one or more Dealers of refrigerating equipment, (3) As an authorized service agency for a Manufacturer.

HOW THEY START

Many very sizable companies who today have an annual volume of business running well into five figures, started as one man with an old car, a kit of tools, and as little as \$50 in cash, working out of his garage, but driven on by his determination to succeed and helped and encouraged by a loyal, sacrificing wife.

By hard work, long hours, good workmanship, fair and conscientious treatment of his customers, and a good business sense, he built up out of carefully saved and reinvested profits, an organization of five, 10, 20, or more employees.

Sometime on the way, he had to decide whether to continue as exclusively service or to take on some lines of equipment and operate as a dealer as well as an "independent" service company. A few stayed exclusively service but most of them made the decision to actively merchandise as well as service.

SERVICE AS AN OVERHEAD CARRIER

Very few entirely dropped their service business for they found that it was a lifesaver to fall back on when, because of depression, war, or any local reason the merchandising end of the appliance business fell off badly.

During the war, when there were no household refrigerators, nor air conditioning equipment, and very little commercial equipment for civilian use, their Service department was the only remaining source of revenue, the only thing that kept them in business.

They lost many of their men, parts were difficult to get, and the obstacles to operating a business were maddening, yet they did manage not only to exist but actually to grow and prosper, while many straight dealerships unable to get merchandise to sell, and without any other source of revenue, floundered for awhile, and failed.

Some dealerships, who before the war had maintained only a skeleton of service department just to install and service the equipment they themselves sold, expanded these service departments and rode through the war years on their service business.

ADVANTAGES OF CONTRACT SERVICE

There are many dealers in household refrigerators who know very little of the mechanical side of the business. To a lesser degree this is true of some dealers in commercial or air conditioning equipment. Unless they are big dealers, doing a large business that requires several installation and service engineers, and a Service Manager to supervise the service activities, the dealer must himself give that supervision. This diverts his time and effort from his more important activities, management of the business and selling the merchandise.

So the comparatively small dealer, especially if he has no service background or experience, may prefer to "farm out" or contract his installation and service work to an independent service company who will do his installation and free service for him on a flat-rate schedule of charges.

Not only does this relieve the dealer of all the trouble and time spent in handling his own service, but contracting it out to a service contractor makes it easy for the dealer to know his installation and service costs. He contracts with the

service company for a fixed, flat amount on an agreed schedule rate. Or, even though the contract may call for time-and-material charges, the contractor's billing to the dealer is the summed-up installation and/or service charge.

The Dealer simply includes this charge with the direct cost of the merchandise, freight, and other direct costs and the difference between that total and his selling price is his Gross Profit. From this Gross Profit he can subtract his Overhead on a percentage basis applying to that sale and the remainder is his Profit Before Taxes. Taking from his Profit Before Taxes, the income tax applying to that sale, and also usually figured on a percentage basis, he has found at last his Net Profit.

Contracting out his installation and service relieves the Dealer of the care, worry, and time in supervising the installation and service of the merchandise he sells and leaves him free to devote his entire energies to the overall management of his business and especially to selling, the backbone of this business.

(To Be Continued)

Superior
VALVES, FITTINGS
and ACCESSORIES
For All
Refrigeration and
Air Conditioning Systems

Superior Valve and Fittings Co.
PITTSBURGH 26, PENNA.

MARSH
Pressure Gauges
Dial Thermometers
★The gauge with the
Recalibrator

Ask for this New
Refrigeration Booklet

JAS. P. MARSH CORP.
2061 Southport Ave., Chicago 14, Ill.

CONDENSING
UNITS
IN
STOCK

1/3 - 1/2 - 3/4 H.P.

IMMEDIATE
DELIVERY

REFRIGERATION
AIR CONDITIONING
HEATING

PARTS AND SUPPLIES

SERVICE PARTS COMPANY
2511 Lake St., Melrose Park, Illinois

What does the "D"
Davison mean?

...it means DUST-FREE

PA-100

silica gel

A NEW Davison process
assures freedom from dusting!



Davison again proves its leadership. Its Research Laboratories, working in close cooperation with the Refrigeration Industry, have developed a new manufacturing process which assures dust-free performance of the preferred drying agent. Another reason for telling your customers that Davison's Refrigeration Grade Silica Gel gives still greater performance in the dehydration of Refrigerants.

Demand PA-100 silica gel

THE DAVISON CHEMICAL CORPORATION
Progress through Chemistry

PIONEERS AND DEVELOPERS OF SILICA GEL

Canadian exclusive sales agents for DAVISON SILICA GEL:
CANADIAN INDUSTRIES LIMITED, General Chemicals Division



2 EXTRA VALUES
WITH REVERE DRYSEAL TUBE

THERE is no finer dehydrated copper tube—no tube that's easier to work with—than Revere Dryseal Copper Refrigeration Tube. Every length is bone dry, dead soft, clean and tightly sealed. But that's not all! Revere Dryseal gives you two extra advantages:

- (1) The Revere Technical Advisory Service is always ready to work with you in solving your difficult problems. This can help you save time and trouble on complicated installations.
- (2) Revere's advertising in The Saturday Evening Post, Business Week, Fortune and other publications constantly tells your customers that when you use Revere products you use the finest. This helps you make sales.

Revere Dryseal Copper Refrigeration Tube is made of deoxidized copper (99.9+ % pure) and is kept oxide-free by special processing methods. Each length is carefully dehydrated during manufacture, and then immediately sealed at both ends to keep out all moisture and other foreign particles. Because Revere Dryseal is dead soft, it is easy to bend and will not split when flared at the ends.

Revere Dryseal Copper Tube is made for refrigeration, air conditioning, heat control and other services. It comes in sizes from 1/8" to 3/4" O.D., with .035" wall, and is standard in 50-foot coils.

You can get prompt delivery on Revere Dryseal from leading distributors throughout the country.

TO MANUFACTURERS—There is a Revere Distributor near you who is prepared to give you cooperative service on your needs for Revere sheet, strip, rod, bar, tube and shapes in copper, brass and bronze; and aluminum tube.

REVERE
COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; New Bedford, Mass.;
Rome, N. Y.—Sales Offices in Principal Cities, Distributors Everywhere.

'Fortune' Looks at Locker Plants

Famed \$1-a-Copy Magazine Traces Progress and Trials
Of One Plant: Makes Predictions on the Future

SATURDAY is the big day at the locker plant. Housewives come in to take frozen chicken and peas and strawberries out of their lockers for Sunday dinner. Farmers, in town for the week's trading, bring bushels of beans, or slaughtered steers or hogs to be frozen or smoked.

The Arctic Locker System's plant in York, Pa., is busy from seven in the morning until nine at night. The manager has five assistants to help him process the vegetables and fruit and meat brought for freezing, sell wrappings and cartons for home processing, load the two refrigerated trucks with commercially packed frozen food for delivery to stores and restaurants.

One patron is urged to take a case of Dulany frozen baby limas while they last, and store them in his locker; another is advised not to buy a quarter of beef at present prices. The butcher cuts a loin of veal according to the owner's specifications, wraps and stamps it, and puts it in the sharp-freeze room.

One of the customers buys a dozen quart cartons to take home and fill with sliced apples. Another complains that the asparagus she froze last spring has a woody taste. "But my broccoli is wonderful. Better than fresh." She shivers as she opens the heavy door of the zero-degree locker room.

Similar things are going on at Arctic's two smaller plants, and in every one of the other 8,700 locker plants in the U. S.

The frozen-food locker industry is only about fifteen years old. It started slowly in the hard years of depression, thrived in the hoarding years of

war. The approximately 8,700 plants will do about \$100 million worth of business this year. In these plants are over four million individual lockers rented by some 3,500,000 families. And there is demand for more, unfulfilled chiefly because of high building costs and materials shortages. The industry's "expectation" is 12,000 to 15,000 plants by 1950.

About 75% of the locker renters are farmers. Most of the others are small-town or suburban people who raise some of the meat, fruit, and vegetables they eat. Some of the non-farmers first rented lockers during the food-rationing years when a quarter of beef bought from a friendly farmer or on the black market meant the difference between eating meat and not eating it. Most people, however, rent lockers because they think frozen food is better than canned, cheaper than out-of-season fresh.

How Building Costs Jumped

Average building costs for complete plants have risen from around \$32 a locker in 1937 to over \$100 in some places, and operating a locker plant is not quite so simple as the advertisements make it sound. Many of the new owners who expect a 25% return in the next few years are in for trouble.

The Arctic Locker System illustrates some of the difficulties as well as the benefits of owning a locker plant. Arctic's owners, Velt Patterson and Henry Pownall, started in the locker business with two great advantages. They were both engineers with years of experience in mechan-

ical refrigeration, and they had money.

Eight years ago, they finished building their first plant—a neat, low, brick building on the edge of town with capacity for 625 lockers, a meat-processing room, a chill room, and a sharp-freeze room. The total cost, including land, was \$18,833, or \$30 a locker. (To reproduce that plant today, they say, would cost more than \$35,000.)

The two engineers hired a butcher manager to run the plant; they announced the grand opening in the local papers; and they sat back to wait for patrons to flock in to rent lockers. But the farmers in the area are for the most part stolid, conservative Pennsylvania Dutchmen. They were used to canning their fruits and vegetables and cold-packing their meat at home. The Pfliegers and Finchbaughs and Holtzapples, the Plancks and Plitts and Pfaums of the rolling York County farms were not going to be lured into sending their food to a newfangled freezing plant instead of storing it in the cool cellars of their old stone houses.

At the end of nine months Pownall and Patterson had rented just 72 of their lockers and almost all the renters were their friends and neighbors. When they closed the books on Dec. 31, 1939, they had a deficit. The next year was quite a bit busier and more lockers were rented, but there was still a deficit. The engineers' dream of a profitable business began to look like a quick-frozen nightmare.

After two discouraging first years for Arctic, the Pennsylvania Dutchmen's resistance began to crack. Word got around from farm to farm that frozen peas and berries tasted better than canned, that processing and freezing beef and pork and lamb and poultry at the locker plant kept the qualities of fresh meat much better than cold packing.

Farmers came in to pay down their \$9 or \$10 or \$12 for a year's locker rent. (All the lockers held 6 cu. ft.—between 150 and 200 pounds of meat—but the least accessible, nearest the ceiling, were cheaper. "These Dutchmen will always climb a ladder to save a dollar.") Farmers' wives came in for the booklets describing the preparation of fruits and vegetables for freezing. People in York—population 57,000—rented lockers and bought bulk food in season for processing and storing. Before the end of the third year all the lockers were rented and there was a waiting list.

Patterson and Pownall had found that to run a locker plant they had to know something about the locker business as well as refrigeration. They expanded the York plant to include a pork-curing and lard-rendering room, a smokehouse, overflow storage space, and 325 more lockers. They built two new plants, in Gettysburg and Red Lion. Altogether they

Fortune is the "\$1 a copy" sumptuously gotten up monthly magazine published by Time, Inc., with a wide circulation among businessmen and major business executives.

It is famed in publishing circles for its comprehensive "survey stories" that cover current trends and practices in an entire industry, often by detailing the experiences of one company or organization within an industry.

Fortune for September has an article "FREEZER LOCKERS—Four Million Frozen Food Lockers Hold a Better Diet For U. S. Farm Families and Home Gardeners" which turns the spotlight on the locker plant field. Excerpts from this article are published with Fortune's permission.

operate 2,300 lockers now, with an invested capital of \$130,000.

In their best year, 1945, their operating profit was \$14,000, their net (after interest payments on the investment) \$8,600—a 6½% return. Last year, because of loss sales of inferior wartime inventories of commercial frozen food, the net was around \$4,700. This year, for the same reason, it probably will be about the same, although gross income will be larger and they expect their margin on operating profit (which has never been higher than 12%) to increase in the last half of the year.

Meat, Poultry Most Important

Meat and poultry are by far the most important locker-plant foods. They fill 90% of locker space. In earlier days most farmers did their own butchering and curing or pickling. Now many of them have lost the art, and rely on local slaughterhouses and cold storage—or on locker plants. Proper choice of packing-house meat by a good locker-plant butcher provides better steaks and chops and roasts than people can buy at any but the best and most expensive markets.

The best cuts of the best beef, bought wholesale through the plant, would cost the locker renter about \$1 a pound. The same quality at retail, in a New York market, would be around \$1.65. A choice lamb, wholesale, would cost about 55 cents a pound; the chops, retail, would be \$1.10, leg of lamb 75 cents.

The advantages of frozen fruits and vegetables include their availability all year-round, as good in taste or almost as good as fresh, and the ease with which they are prepared for the table. It is impossible to figure comparative costs since most farmers' wives don't keep track of time spent in the labor of growing and processing their fruits and vegetables.

Freezing vs. Canning

It takes less time and work to prepare food for freezing than to can it. Undoubtedly canning is cheaper than freezing. Quart-size Mason jars cost 8 cents while quart-size containers for frozen foods cost up to 6 cents, but Mason jars can be used year after year; there is no processing charge to pay if the canning is done at home, no rent for storage space in pantry or cellar.

But canned fruit and vegetables just don't taste as good as frozen,

except to the few who have a special liking for the flavor of canned peas, say, or peaches or berries. A locker renter who makes constant use of her locker, who buys wholesale meat and fruits and vegetables in season, undoubtedly saves money. Most locker renters say they think they are saving money and they know they are eating better food.

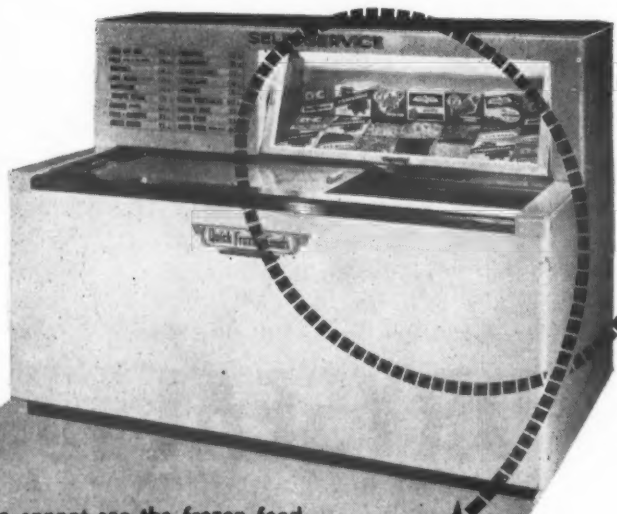
Arctic's three plants handle a million packages for locker patrons every year (not including commercial frozen food). Each pint of vegetables or fruit, each cut of meat, requires several operations. If the patron blanches and cools and packages her own peas, all the plant attendant has to do is put the containers in the sharp-freeze room (-10°) for 10 hours and move them into the patron's locker (0°).

For these services the plant charges 2 cents a pound. But 75% of the patrons bring their shelled peas or other vegetables to the plant for processing. The plant charges a processing fee—8.5 cents a pound for peas—which includes blanching, cooling, packaging, marking, sharp freezing, and handling.

Asparagus, because it must be hand packed, is 9.5 cents a pound. Strawberries, which are packed in sugar syrup, are 10 cents. Complete

(Concluded on next page)

a
housewife
is not
radar
equipped



she cannot see the frozen food through the carton. Even an attractive picture on the package does not tell the complete story. Mrs. Housewife wants to be shown.

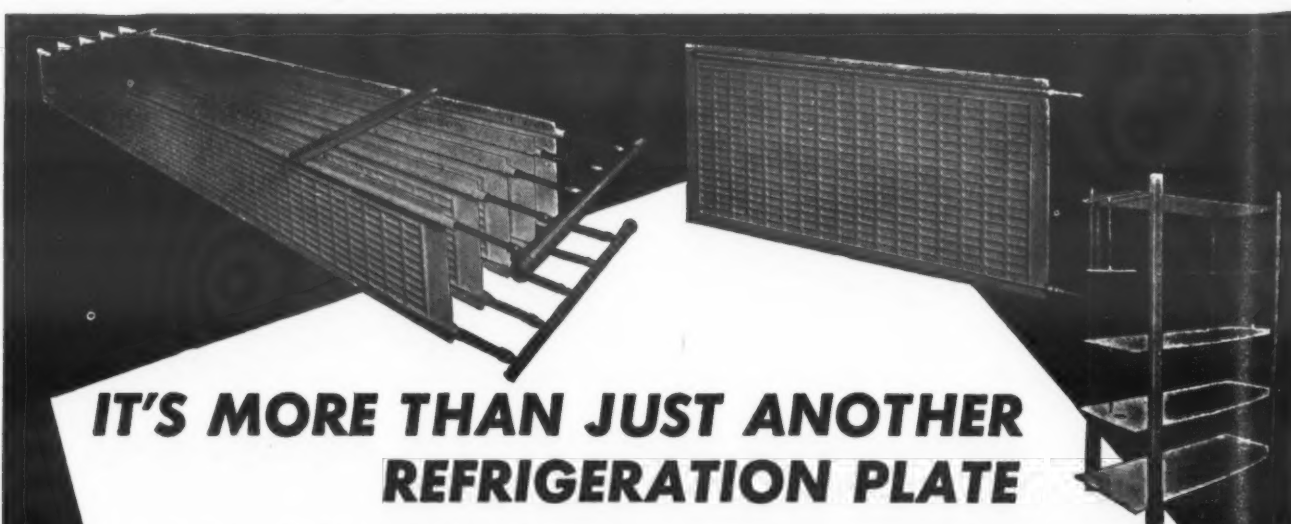
Show her the food in a GOODSSELL SELF SERVICE FROZEN FOOD DISPLAYER. Open up the carton, place it behind the refrigerated window. Brilliant lights and triple glass actually glorify the food in this stage setting.

Every feature of the GOODSSELL DISPLAYER is designed for active selling. Shoppers can reach all packages with ease. The stainless steel or transparent sliding top can be removed during busy hours. Goodsell overhead calling protects the top layer of food from softening.

The GOODSSELL'S S. DISPLAYER is distinguished by the following features: Beautiful streamlined design. 21 cu. ft. capacity, requiring very small floor area. Self contained refrigerating machine. Adjustable dividers in storage compartment keep cabinet in order. All operating parts easily accessible. LOW OPERATING COSTS.

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'Fortune' Looks at Locker Plants--

(Concluded from preceding page)

processing of meat, after slaughtering, is 3 cents a pound.

If a patron has more produce than his locker will hold, the attendant stores it in a 150-pound capacity container in the overflow storage room (also 0°) and records the date, amount, and kind of produce stored. For this service, the patron is charged 50 cents a month for each box. Usually more than 200 of the York plant's 850 patrons are paying storage on overflow.

The overflow service requires extra handling, extra bookkeeping, but it is a profitable department of the business. Its importance is emphasized as a convenience for patrons who need only one locker for most of the year, and want additional space when they butcher a steer, for example, or bring in a particularly large supply of fruit.

Most patrons don't waste time in the locker room—it is too cold for comfort, particularly on a hot day. Many a woman in a cotton house dress complains of the cold, but unless she is ill attendants are not allowed to take time to get her food for her. In the beginning, Arctic provided coats and gloves, but women didn't want to wear other people's clothes and soon learned to bring their own, or to confine their complaints to shivers.

Some New Types of Plants

A few locker plants have elaborate devices to eliminate discomfort to the patron. The Salematic is a series of tiers of six lockers that revolve on a movable tractor chain. When the patron pushes a button, the tier containing her locker comes to a door in the warm lobby. Another is the Polar Chest, in which tiers of lockers are sunk in a refrigerated cellar and hoisted up into a warm room by a crane. The drawbacks of both of these are their high initial costs and the expense of operation, and limited access to lockers keeps patrons waiting on crowded Saturdays.

Still another new device is the Iceberg, a self-insulated, self-refrigerated bank of lockers installed in a warm room ("It Freezes the Food, Not the People").

More seriously inconvenient than the temperature of the locker room is the time it takes patrons to get to the plant. An answer to the inconvenience of location, for those who can afford it, is to install freezer cabinets at home and use them as storage space, at 0°, for a couple of weeks' supply of food—not necessarily as units to sharp-freeze their own food. Some farmers who gave up their lockers after the war and bought home freezers have come back to re-rent lockers. They find it more satisfactory to have their food frozen at the plant, keeping their home cabinets merely for convenient storage.

Last year Arctic's gross income was \$135,000. The biggest chunk (\$64,000) came from the sale of commercially packed frozen food. Locker rentals accounted for \$27,000, processing charges for \$19,000, meat sales for \$15,000, excess-storage charges for \$7,000, miscellaneous income (sales of home cabinets, sales

of wrappings, containers, etc.) for \$3,000.

The locker rental, processing, and other services must be treated—as they are in the industry as a whole—as an interrelated operation, and the frozen-food distributorship as the sideline. Looking at Arctic as it looks at itself, with the plant carrying the sideline's overhead, the frozen-food business was ahead of the main operation last year, locker-plant operation accounted for 38% of the net, and frozen-food sales for 62%.

Patterson and Pownall have worked out an elaborate accounting system to record locker rentals, food deposits, meat and frozen-food purchases and sales, excess storage and stock, to make out invoices and checks, to keep a double-entry system for each plant ready to close out every week. It requires six or seven hours a day of operation on a Burroughs machine, and probably the business does not warrant it, although Arctic's owners think it does. In theory they are able at any time to analyze profits and costs.

But the truth is they do not know exactly where they are making money and where they are losing it. One of the reasons is that labor costs cannot be departmentalized. The books do not show, for example, whether or not vegetable processing is profitable. Pownall thinks it is not, but it does provide a convenience for the patrons and keeps employees busy in the slack season for meat processing and frozen-food sales.

Frozen Future?

Locker-plant owners are not quite so optimistic as they have been, probably because of an inevitable downswing from the industry's war inflation. Rationing and victory gardens meant good capacity business for locker-plant owners, with little or no promotion, and some now talk about getting back to normal, although the industry is so new that it's hard to tell what "normal" is.

About two thirds of all locker-plant owners run some other business alongside their rental-and-service operation: frozen-food distribution, a grocery store, meat market, ice cream, ice, or milk plant. (The National Frozen Food Locker Association reports plants run in conjunction with seed stores, hatcheries, drug-stores, canneries, florists' shops, taverns, pickle factories, and a barber-shop.) Retail frozen food and groceries and wholesale meat are the most common sidelines, and thought to be the most profitable.

But a locker plant, is, or should be, primarily a service business. It is more than probable that the locker industry will increase services to include every operation between the raising and the eating of food—pick up the live steer, for example, at the patron's farm, slaughter it, age it, cut it up, freeze it, put it in the locker.

Chances for Future Growth

The growth of locker plants slowed down in the past 12 months. There was an increase of only 700 as against 1,550 in 1945-46. The high cost and shortage of building materials and equipment is one reason for the lag, but there is some feeling in the industry now that the peak of increase has passed and that the limitations of growth are narrower than had been expected.

Plants built now, at inflated costs, find it hard to compete with those built in prewar days or under OPA ceilings. The greatest expansion now is in the southern and southeastern states. There are many areas where the demand has not been met, but there are some where it does not exist because of low standards of living. There is no doubt that more locker plants will be built, but there is some doubt that the expectation of a 12,000-to-15,000-plant industry by 1950 can be fulfilled.

A well-run locker plant in a farming community means a definite improvement in standards of living. It makes good food more available and cheaper, diets more varied, housewives' work lighter. It makes money, though not necessarily a lot of it, for its owner. Patrons may grumble about having to climb a ladder to get to the top locker, about the cold, about the difficulty of keeping packages arranged neatly. But there are few general complaints. And few patrons want to go back to canning and pickling after they have eaten frozen food.



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AIR CONDITIONING & REFRIGERATION NEWS announces the first subscription rate change in over ten years. Effective October 1, 1947, the basic subscription rates will be as follows:

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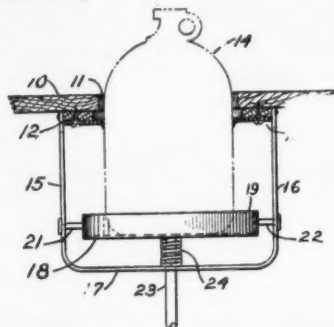
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PATENTS

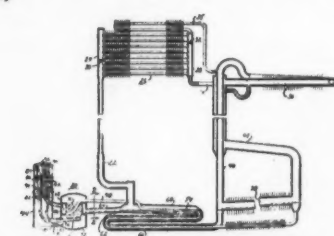
Week of June 17

2,422,350. REFRIGERATOR PORT FOR DISPENSING CONTAINER AND CLOSURE THEREFOR. Eshool S. Gross, Long Beach, Calif. Application August 5, 1944, Serial No. 548,297. 3 Claims. (Cl. 312-186.)



3. A device of the character described, including a top wall for an enclosure, a port in said wall for receiving a container, a frame depending from said top wall and beneath said port, a support mounted in said frame and adapted for vertical movement relative to said frame, means for attaching and guiding said support in said frame, the said support being of greater area than said port and adapted to close the said port when said container is removed from said port, the edges of said support terminating in a continuous upwardly extending flange, the upper edge of the continuous flange arranged to contact the gasket at a level substantially above the supporting plane of the support of the container.

2,422,401. GENERATOR ARRANGEMENT FOR ABSORPTION REFRIGERATING SYSTEMS. Richard S. Gaugler, Dayton, Ohio, assignor to General Motors Corp., Dayton, Ohio, a corporation of Delaware. Application March 6, 1943, Serial No. 478,182. 8 Claims. (Cl. 62-119.5.)



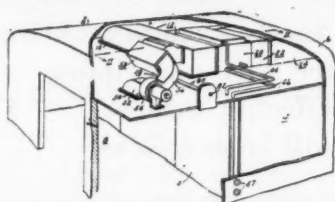
2. Refrigerating apparatus including a container, an absorber, separate conduit means extending between said absorber and the lower portion of said container for conducting weak liquor from the container to the upper portion of the absorber and for conducting rich liquor from the absorber to the container, vapor lift means for lifting the rich liquor in said conduit means and discharging it in said container, said conduit means conveying the rich liquor having a portion adjacent said container above the liquid level adjacent the outlet of the absorber, means for conducting vapor from the container and discharging it into the portion of the rich liquor conduit adjacent the container, and means for removing said vapor from said rich liquor conduit means after flowing in counter-current fashion above the rich liquor therein, said rich liquor conduit means containing capillary means extending upwardly from the surface of the rich liquor into contact with the vapor flowing above the surface of the liquor.

2,422,473. FREEZING TRAY. William Dalton, Schenectady, N. Y., assignor to General Electric Co., a corporation of New York. Application Jan. 23, 1937, Serial No. 122,054. 9 Claims. (Cl. 62-108.5.)



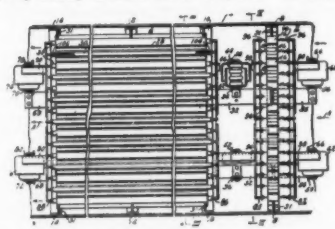
5. A removable divider for freezing trays comprising a plurality of partition elements adapted to cooperate with a freezing tray to form ice block compartments, and means for forcing ice blocks from said compartments, said means including an elongated element slidably carried by the top of said divider and extending longitudinally of said divider over a plurality of said compartments.

2,422,563. VEHICLE AIR CONDITIONING. Edward H. B. Pegg, Cranford, N. J., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application July 6, 1945, Serial No. 603,511. 7 Claims.



1. An air-conditioning system applied to a railroad car having a passenger compartment, said system comprising in combination, an air conditioning duct inside the car having blower means and an intake and an outlet opening exposed in said passenger compartment, said air-conditioning duct including an upstream mixing chamber followed by a downstream electrostatic dust-precipitator and a blower, said electrostatic dust-precipitator comprising a dust-charging means and a dust-precipitating means including a plurality of relatively closely spaced upstanding plates, branch conduit means inside the car for supplying outside atmospheric air to said mixing chamber, said outside air constituting a minor part of the air flowing in the duct, said branch conduit means comprising an intake passage in a wall of said railroad car for outside atmospheric air, an upstream blower, a mechanical air-cleaner having a plurality of sets of upstanding concentric tubes for centrifugally cleaning the air flowing in said branch conduit system, each set comprising an inner tube and an outer tube, with the ends of the inner tube above those of the outer tube, an air-delivering duct extending from the top of said inner tube to said mixing chamber, a chamber receiving the lower ends of said outer tubes, and a scavenging pipe extending from the last said chamber to an opening in a side wall of the railroad car whereby the mechanically removed dirt is continually discharged into the surrounding atmosphere.

2,422,564. ELECTRICAL DUST-PRE-CIPITATOR. Edward H. B. Pegg, Cranford, N. J., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application July 3, 1945, Serial No. 603,930. 4 Claims.



1. Electrostatic equipment of a type described adapted to treat a gas flowing longitudinally, comprising a hollow cylindrical gas-duct, electrode-means comprising a first group and a second group of substantially coextensive juxtaposed hexagonal tubes, the tubes of each group being secured together inside said cylindrical gas-duct, sealing means for closing the space between each of said groups of tubes and said cylindrical gas-duct, said sealing means being secured to each of said groups of tubes and to said cylindrical gas-duct, a plurality of bar members carried by said cylindrical gas-duct, and extending transversely across it at the ends of said tubes, a plurality of insulators carried by said bar members, the insulators between said groups of tubes having longitudinal bars secured thereto, transverse grating means carried by the insulators at the far ends of said tubes, transverse grating means carried at each end of said longitudinal bars, and electrodes carried by said grating means axially passing through said tubes, in insulated spaced relation thereto.

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SALES MANAGER—Los Angeles distributor for leading line of self-contained air conditioning units and central plants has attractive opening for experienced sales manager of proven ability to handle air conditioning division. Give full particulars when answering. HUGH ROBINSON & SONS, P. O. Box 152, Vernon Station, Los Angeles 11, California.

AIR CONDITIONING and refrigeration service mechanics wanted for "year round" work—must be experienced in servicing Chrysler Airtemp equipment. Two dollars and fifteen cents per hour. SMITH & LOWMAN, INC., 13 Garfield Place, Cincinnati 2, Ohio. Phone Ma. 5698.

SALES ENGINEER—college graduate must have complete knowledge and experience in air conditioning and refrigeration. Experience must include actual installation, estimate, and sales. Written applications giving full details as to experience, age, salary, etc. BOX 2459 Air Conditioning & Refrigeration News.

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SALES ENGINEER—College graduate. Must have license. Mechanical or refrigeration engineer. Experienced in ammonia—"Freon" air conditioning and refrigeration. Northwestern Pennsylvania territory. BOX 2492 Air Conditioning & Refrigeration News.

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WANTED—PRODUCTION engineer experienced on refrigerated cabinets. Must have practical experience in sheet metal production, design, welding, assembling, and finishing. New factory central states. Advise experience and salary expected. BOX 2494 Air Conditioning & Refrigeration News.

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SALES ENGINEER—Air conditioning or refrigeration—for sunny Southern California. This is an opportunity for man of proven ability and experience in this fast growing industrial area where there is no "off season" in air conditioning or refrigeration. BOX 2498 Air Conditioning & Refrigeration News.

WANTED IMMEDIATELY by New York City Export Division of large refrigeration and air conditioning equipment manufacturers for drawing room. 1 squad leader, 2 senior draftsmen, experienced only. State experience, age, salary, marital status. BOX 2499 Air Conditioning & Refrigeration News.

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SELLING OUT: used (as is) and rebuilt Frigidaire and Kelvinator condensing units with new s. ph. capacitor motors. Write for list. EDISON COOLING CORP., 310 E. 149th Street, Bronx 51, N. Y.

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QUALITY BOTTLING fountains; reach-ins, walk-in boxes—wood, metal; dough retarders; double duty cases—stainless steel, porcelain; dairy, florist, bakery cases; ice cream hardening cabinets; thermopane frozen food cases; milk, sandwich coolers; stainless steel back bars; with machines. Equipment made to special order. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16, MA 2-9093.

FOR SALE in original crates: One section Nesbitt coils type DS-278-5-18; three section Nesbitt coils type DS-178-19-96; three section Nesbitt coils type DS-178-19-102; three section Nesbitt coils type WD-8D-88-28-36 LH, three section Nesbitt coils type WD-8D-88-28-102 RH. HUBBARD-LANGE & HECK, INC., Grand Central Terminal, New York 17, N. Y.

WALK-IN COOLERS, sectional. Kiln-dried fir throughout. 4 in. fibre glass, natural finish, \$95 per sq. ft. Beer coolers, \$55 per sq. ft. Cooler and freezer doors as low as \$36.50. No extra charge for special sizes. Florist boxes. Wholesale only. MIDWEST MANUFACTURING CO., 101 Glenwood, Minneapolis 2, Minn.

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Box 2509, Air Conditioning & Refrigeration News

ROCHELLE REFRIGERATION COMPANY, 31 East 4th Street, New York 3, N. Y.

HIGH SIDE float replacements. Westinghouse 4 hole mounting—Part #2000. Westinghouse 3 hole mounting—Part #2010. Gibson Part #2020. General Electric (DR-1 & DR-2)—Part #2030. General replacement—Part #2040. \$4.75 each. Write for sealed unit parts bulletin #14. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

SEALED CROSLLEY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-2" units. Set of three \$5.25 (Part No. 1020). Installation tool 204. Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

AS IS units available—1/4 HP \$10; 1/2—\$15; 3/4—\$20; 1 HP \$25. (Less motors.) Frigidaires, Kelvinators, Servels, etc. Also water-cooled and air-cooled. These prices FOB N. Y. uncrated. Also 3 HP Copeland 3 cylinder machines. Can supply new machines all sizes, water and air-cooled. SIMON'S REFRIGERATION, 763 First Avenue, New York 17, N. Y.

25 HP MERCHANT & EVANS 4 cylinder condensing unit with motor, air conditioning coils, solenoids, etc., complete \$1000 FOB N. Y. uncrated. This includes 25 HP General Electric electric motor. SIMON'S REFRIGERATION EQUIPMENT CO., 763 First Avenue, New York 17, N. Y.

2-300 MS No. 66501-N UNIVERSAL CONDENSING units. 49369 Ranco control—3 PH, 3 HP, 220 V 60 Cy. One with oil separator and dryer, \$245. One without, \$200. Both new in crate. 2 Temprete equalizer tanks, \$12.50 each. TAYLOR PRECISION MFG. CO., Cleveland 16, Ohio.

YORK COMPRESSOR—9 x 9 with 100 HP motor, ammonia receivers, condensers, pumps, switches and gauges; one 4 1/2 x 4 1/2 vilter compressor complete as above; one 25 ton vilter Briquelette machine complete; all above in running order; may be seen at plant or write for further details. WAVERLY GROWERS CO-OPERATIVE, Waverly, Florida.

1/2 HP UNITS complete with motor. \$98.50. Other models from 1/4 HP to 1 HP at new low prices. All units supplied with motors. Send for catalog 742A. BOX 2405 Air Conditioning & Refrigeration News.

CAPILLARY TUBE overstock. Up to 7500 lbs. .050 ID x .032 wall plus or minus .002. Soft temper copper capillary tubing. Random coils 50 to 100 ft. Sealed ends. BOX 2487, Air Conditioning & Refrigeration News.

ONE 40 TON York "Freon" compressor model D6. One 40 ton American Blower evaporative condenser. One Sturtevant Multivane blower, size 7, design 3. One G.E. 10 HP, 220 V., 3 PH., 60 Cy., 1740 RPM motor. 4—DX cooling coils, 49" long, 12" wide, 24" high, with expansion valves. BOX 2507 Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

TEKNI-CRAFT APPOINTING distributors in few valuable open territories for Taylor Ice Cream Freezers and cabinets. The Taylor Freezer outsells all others and has been sold only through distributors since 1926; our franchise is thoroughly profit-proven. Your customers want Taylor Freezers; write TEKNI-CRAFT, Beloit, Wisconsin, for information. State territory you cover intensively.

BUSINESS OPPORTUNITIES

FOR SALE: Refrigeration and electric appliance sales and service. Franchised in a fast growing Florida city. \$4000. BOX 829, Kissimmee, Florida.

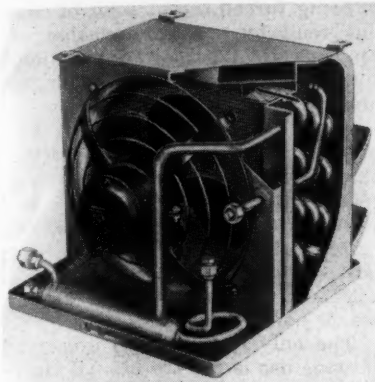
FOR SALE: 75 year established hardware and appliance. Small village, no competition. \$30,000 first six months business. Franchise includes—Universal, Frigidaire, Hoover, Zenith, Duo-Therm, Phil-gas self-service, Bottle Gas. Property \$6500. Stock at inventory. For a real money maker investigate this offer. POST OFFICE BOX 8, Vandalia, Michigan.

WELL ESTABLISHED electric retail appliance company. Leading franchises. Good lease. Located in Florida's leading city. BOX 2491 Air Conditioning & Refrigeration News.

SACRIFICING FOR wholesale cost established commercial refrigeration, store fixture business, principally a sales organization, holding valuable franchises both commercial refrigeration equipment, store fixtures. Sale also including most popular appliance franchise in town having unlimited possibilities. \$10,000 down payment, balance can be financed on suitable terms. Located Indiana, little competition. BOX 2502 Air Conditioning & Refrigeration News.

BE A distributor for world famous refrigeration equipment. Many former salesmen and servicemen have built big businesses featuring this product exclusively. Product outsells all competition and demand increases yearly. Requires sales ability, organizing ability, and some investment. BOX 2510 Air Conditioning & Refrigeration News. Outline previous experience and territory desired.

What's New



Redesign of Unit Coolers Affects 4 In McQuay Line

MINNEAPOLIS — Redesigning of its unit coolers to include "ripple-fan" coil construction and other features has been completed by McQuay, Inc., the company announces.

Four lines are affected—the standard, junior, high humidity, and dual purpose unit coolers.

The ripple-fan coil construction is claimed to provide maximum heat transfer, the corrugated inner tube surface creating refrigerant turbulence for best refrigerating effect. Cabinets of all unit coolers are finished in a baked-on aqua marine color. All models except the junior line are equipped with either 110 or 220 volt 60 cycle a.c. motor, the junior models being furnished with standard type 115 volt a.c. motors for continuous fan operation.

Standard line includes seven models ranging in capacity from 5,850 B.t.u. per hour at 15° T.D. to 19,800 B.t.u. These are available for "Freon," methyl chloride, or ammonia, and are intended for typical applications above 35° F.

There are five models in the junior

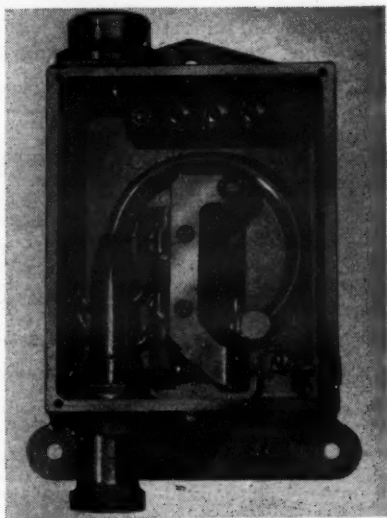
line, ranging in capacity from 1,350 B.t.u. per hour at 15° T.D. to 5,250 B.t.u. Available for "Freon" or methyl chloride, the junior unit coolers may be used for back bars, novelty boxes, walk-ins, beverage coolers, reach-ins, and other above 35° applications.

For the low temperature applications down to -10° F. and critical applications in the 32° to 37° range where "a satisfactory method of coil defrosting is necessary," McQuay offers its dual purpose unit coolers for "Freon," methyl chloride, or ammonia.

Water defrosting is employed in these models, which range from 4,350 B.t.u. per hour to 14,850 B.t.u. per hour at 15° T.D., or from 2,900 B.t.u. to 9,900 B.t.u. per hour at 10° T.D. The latter is recommended for low temperature applications.

The type "H" high humidity unit coolers are intended for high temperature, high humidity applications above 37° F., such as vegetable rooms, banana rooms, meat storage coolers, and fur vaults. Continuous fan operation and high suction pressures to produce higher humidities are recommended.

Seven models are in this line, going from 7,500 B.t.u. per hour at 15° T.D. to 24,750 B.t.u. for "Freon" or methyl chloride.



Meletron Pressure Switch Model 310.

Meletron Switches Respond To 3 Types of Pressure

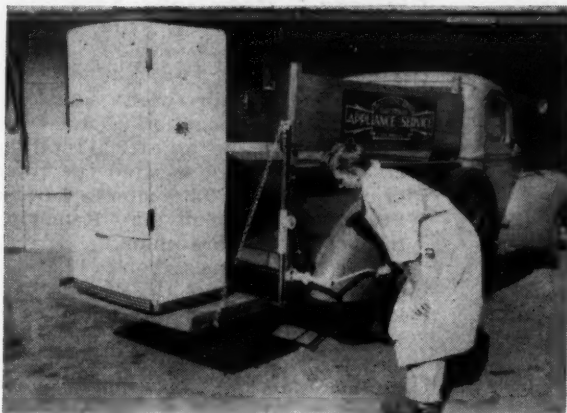
LOS ANGELES — Meletron Corp. here is manufacturing a line of pressure operated switches, which are designed to be used in such applications as air conditioning, food processing, and heating. Model 310 is one of the line, which can be actuated by air, gas, or liquid pressure, according to the manufacturer.

The Meletron switches are said to possess such features as convenient adjustment, explosive-proof design for hazardous installations, or construction which prohibits tampering by the operator along with pre-set operating characteristics.

A Bourdon tube pressure response element permits adjustments to be made with comparable pressure gauge accuracy and dependability.

The company claims that the switches can be easily serviced.

Appliance Loader Uses Tail Gate as Platform



The loader employs the truck tail gate, widened by a 6-in. plank, as a platform. This is attached to steel columns supported by steel cables wound on drums. This load, maximum 500 lbs., is lifted from the ground to the floor level of the truck by turning a crank, which, the company claims, can be done easily by one man.

W. K. Vogel, president of the Ven Corp., stated that the Electrical Appliance Service Corp. has used the loader for six years under every conceivable condition.

Price of the loader is \$65, f.o.b. factory. Make and model of truck on which the loader is to be installed should accompany orders, Mr. Vogel said.

Self-Venting, Tubular Water Cooler Introduced

PORTLAND, Ore.—A new tubular water cooler of novel design for plain or carbonated water is being offered to fountain operators and others who use the water bath method of cooling liquids.

Manufacturer is the Scientific Research Co., Portland. The product is called the Lewis self-venting water cooler.

A self-venting feature of the Lewis cooler eliminates the necessity for periodically venting trapped air or gas from the system. This feature is important to operators located in states which require the vented air to be directed through tubing to a point outside the premises.

Another feature of the Lewis cooler is its patented bursting head, which prevents the destruction of the cooler cylinders in the event of a water bath freeze-up. The bursting heads can be resoldered to the cooler body in a few minutes by any repairman, making the unit good as new.

All metal used is stainless steel of



Lewis self-venting water cooler.

heavy gauge, Heliarc welded for long life and resistance to the effects of carbonated water.

Capacity is ¾ gal. per unit, with cooling surface of 255 sq. in.

Morton Associates, Inc. of Detroit.

Called by the company the "magic wand for the kitchen," the Singette is declared to be the first successful electrical appliance that makes heat itself portable. Not much larger than a spoon, its uses are myriad, the Morton firm asserted.

The heat is produced in a heavy duty, 650 watt, chrome element coiled in porcelain brick. The porcelain is asbestos insulated from and suspension mounted in a chrome plated hood. Air cooling vents protect against overheating, the manufacturer said.

To use, the appliance is plugged into a 110-220 volt a.c. or d.c. outlet. A 5-ft. heavy-duty cord equipped with sleeve type connectors insulated with Fiberglas sleeves is provided.

Due to its high heat, the element is self cleaning, according to the manufacturer. The hood may be cleaned when necessary, however, with a dry or damp cloth when it is cool.

Passage of the heat from the head to the handle is prevented by a heat barrier, allowing the handle to never get more than lukewarm, the manufacturer added.



Morton Singette Doubles As Refrigerator Defroster

DETROIT—Uses ranging from defrosting the refrigerator to singeing a fowl are claimed for the Morton Singette, manufactured by Henry J.

Another Delaware Product

PREFABRICATED SELF-CONTAINED WALK-IN COOLERS & STORAGE ROOMS

Offers many advantages

NO REFRIGERATION INSTALLATION OF ANY KIND REQUIRED—Completely Assembled and tested at factory. Assemble Walk-In Cooler—push unit into place—plug in for immediate operation.

FASTER • ACCURATE • ECONOMICAL

Walk-in Coolers built for Quality and performance—designed for speedy assembly—rod method.

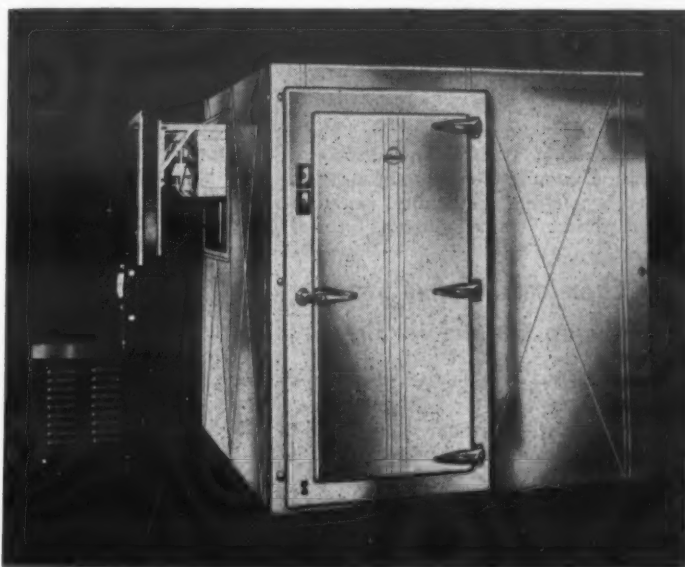
BUILT IN SMALL SECTIONS for portability through small doorways and basements—Interior & exterior aluminum—floor galvanized.

SIZED FOR EVERY NEED—easy to assemble—move or enlarge—Locate door any side.

SECTIONS PREFITTED—Rubber gasket mounted on each panel to assure leak-proof fit.

DELAWARE REFRIGERATION COMPANY

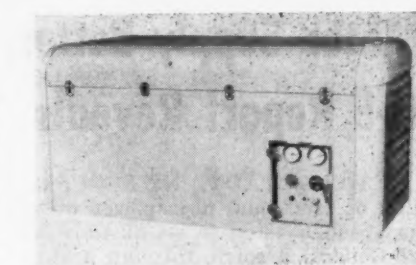
Manufacturers of beverage coolers, luncheonette cases, low temperature walk-in coolers and other items.



Model 4W// Available for immediate shipment

Write today—don't delay—Franchises for distributors & dealers

834-850 N. Sixth Street, Philadelphia 23, Pa.



Truck Cooler Produced For Low Temp Hauling

FARMINGTON, Mich.—The Transport Cooler Co. here, announces production of a new model refrigerating unit for trucks and trailers where low temperatures, from 0° to -20° F. are needed to transport ice cream and frozen foods. The cooler consists of two easily-installed package units.

This model includes an enclosed power unit 4 x 2 x 2 ft., which is light in weight and may be attached over the cab or under the body. The cooling unit, with associated valves and fittings, measuring only 2 x 2 x 2 ft. is placed inside the body. To connect these two units requires only three lines of tubing: refrigerant supply, return line, and a flexible shaft which drives the cooling fan. One hole to admit these tubes is the only opening needed in the body.

The driving engine is automatically controlled to a speed required by temperature conditions and constant running. There are no cycles as with intermittent operation. When not overloaded, the company claims, this model will maintain a temperature of 0° to -10° F. inside with 110° outside temperature.



NEW UNDERWRITER'S APPROVED 125 VOLT—CANDELABRA BAYONET SOCKET ASSEMBLIES

NOW you can get fine Underwriter's Approved candelabra Dial Light Socket Assemblies by DRAKE! The No. 900 series is designed for radio use, and the No. A900 series for general use. Both are double contact, candelabra, bayonet Assemblies housing 115V household type lamps, available from 5 to 25 watts. They are U.L. approved for 75W-125V service. Can also be used with 6V automotive lamps.

The bayonet type eliminates vibration-loosened lamps and requires less space than screw type. Can be supplied with any type mounting bracket. Lead-in wires from 2½" to 60". Made to traditional DRAKE standards of precision and rugged dependability. Check with our engineers on your requirements, today!

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A complete line backed by nearly a quarter century of user confidence. Write for prices.
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They are built as an original motor part—your assurance of an accurate all-around fit for correct operation. Liberal design provides extra strength, permits refacing several times, if necessary, with safety. Segments are accurately milled to facilitate connection of rotor leads. Get them now from your Wagner distributor. Name on request. 447-28
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PAR condensing units.
We carry a stock to fill large and small orders. Try AUTOMATIC SERVICE and be convinced.
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Motor Supply Better, G-E Report Reveals

SCHENECTADY, N. Y.—Production of fractional horsepower motors has been boosted to an all-time high at General Electric through a standardization program coupled with increased manufacturing facilities. But supply has not yet caught up with demand for certain types, according to A. W. Bartling, manager of the company's fractional horsepower motor division.

Even though output this year will be "considerably above" the average rate for the prewar years 1936-1940, motors for washing machines, fans, blowers, sump pumps, and similar applications are still in short supply, Mr. Bartling said. These are constant-speed alternating-current motors rated from 1/8 to 1/2 hp.

Mr. Bartling attributed a considerable share of his company's over-all gains in small motor production to an industry-wide fractional horsepower motor standardization program, on which G-E has cooperated with the National Electrical Manufacturer's Association.

"Through this program, we have reduced the number of different kinds of motors being manufactured at one time from more than 25,000 to less than 4,000," Mr. Bartling said.

Interchangeability of the standard motors will simplify their application to new products, and minimize the need for product design changes where manufacturers use more than one make. Likewise, servicing will be much simpler, since more customers will be able to take advantage of motor-exchange plans.

Mr. Bartling pointed out that special motors will still be offered to those customers who cannot use standard motors.

August Retail Sales Change Little from July

WASHINGTON, D. C.—August retail sales remained practically unchanged from July, the U. S. Department of Commerce has reported. However, as compared with August, 1946, an erratic picture is reported by different types of businesses.

August to August retail sales differences include: motor vehicles, up 20%; building materials, up 20%; hardware stores, up 6%; filling stations, up 9%; general stores (with food), up 4%; drug stores, down 1%; eating and drinking places, down 5%; dry goods stores, down 9%; department stores, down 10%; apparel stores, down 15%; and jewelry stores, down 16%.

PROFITS

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GRUNOW AUTHORIZED DEALERS ARE MAKING MONEY!

Build up your new box sales now with Grunow Service Business!

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PAR REFRIGERATION EQUIPMENT

Tops in PERFORMANCE ECONOMY and EFFICIENCY



Lynch Manufacturing Corporation
General Offices: Toledo 1 - Sales: Baltimore, Md. 2, D. C.

With Jack & Heintz



FRANK HAAG

Frank Haag Directs --

(Concluded from Page 1, Column 2) the University of Michigan, Mr. Haag became affiliated with the Fedders Mfg. Co., where from 1931 to 1940 he was employed successively as experimental engineer and as manager of the Cincinnati and New York offices.

Joining Kold Hold Mfg. Co. in 1940, he served as sales engineer for two years, then was elevated to the position of sales manager, which he occupied from 1942 to 1945.

In the latter year Mr. Haag was engaged by Salem Engineering Co. as manager of the refrigeration division. In that capacity, which he relinquished to accept his present position with Jack & Heintz, he was responsible for the production, engineering, sales, and coordination activities of the division.

Industries Protest Rail Plea for Raise in Rates

WASHINGTON, D. C.—Railroads, claiming they are losing money hand over fist, are petitioning for a 27% increase in their freight rates, but are meeting violent opposition from shippers of all descriptions, who paraded through the Interstate Commerce Commission's hearing chambers last week and tried to beg off their respective industries from any further rate increases.

They warned that they could not absorb the higher costs and would have to turn more of their shipping business to other forms of transportation. Net result, they claim, will be that the railroads will make no more money than they do now and probably less.

A Reynolds Metals Co. official even went so far as to say that his firm will soon file a complaint that the present rates on aluminum are too high and will ask the commission to order a reduction.

At present, the I.C.C. is studying the possibility of ordering an emergency 10% increase now. The railroads have asked that this jump be followed by a general review of freight rates to up them about 27%.

A. P. Galaspie, assistant general traffic manager for Reynolds, further pleaded that if the commission allows any interim increase, that the rate for alumina and bauxite ore be raised on the same basis as iron ore.

A roofing materials producer told the commission that the last increase forced his company to shift 15% of its business to truckers and that another boost would send another 10 to 15% to them. One of his plants, he stated, had converted 100% to truck transport.

J. M. Carey, traffic manager for National Gypsum Co., suggested that the carriers could get more revenue by improving their running time.

Klem Chemicals Claims Stripper Can Remove Enamel in Sheets

DEARBORN, Mich.—A new type chemical stripper that efficiently removes gilsonite, rubber base, and metacrylate finishes is being offered by Klem Chemicals, Inc., Dearborn.

The manufacturer, after exhaustive tests, claims that this new stripper, called Klem No. 74, removes stubborn paints and enamels in sheets. Paint film is not disintegrated and no residue is left on the surface. Costly hand scrubbing is said to be eliminated and the surface is left clean for the next operation, making this stripper effective and economical to use.

'Up to Suppliers on Prices,' Retailers Say --

(Concluded from Page 1, Column 3) out affecting our profit. On the other hand, a reduction of five cents in the unit cost of an article retailing at \$1 would have lowered the retail price to about 92 cents."—Edward Presbrey, president of Kennedy's Inc., clothing store chain.

"We at Filene's don't like the present retail price level—we want lower prices. But for the most part, we must look outside our stores for any price relief. We must look to the manufacturer and supplier of the goods we sell."—J. S. Perkins, controller.

Cameron S. Thompson, merchandising vice president of the Jordan Marsh Co., declared that the markup or gross margin at the store for the first half of the year was the lowest in the past 18 years.

Carl N. Schmalz, president of R. H. Stearns Co., department and specialty store, stated that the current high prices are a "great burden and source of profound danger to the economy as a whole and to everyone in it."

He noted that markup rates in his store during the past year have been consistently lower than those of the previous year under Office of Price Administration regulations.

President of Fluor Corp. Dies

ANAHEIM, Calif. — Peter Earl Fluor, president of the Fluor Corp. of Los Angeles, one of the nation's leading firms of cooling tower engineers, died here on Sept. 10.

Mortgage Revision --

(Concluded from Page 1, Column 4) erans and others with limited incomes easier.

In his letter to the governor, Mr. Jones said:

"Under the present law, the buyer, after scraping together the amount of the down payment for a home, must then go to each of the places where the necessary appliances are sold and make arrangements in each case for down payments and then monthly payments.

"In many cases the payments on the appliance amount to more per month than the payment on the house itself. This condition could be alleviated by passage of the enclosed bill, since it would allow the cost of the appliances essential to the home to be included in the one realty mortgage and spread over a period of years."

Anti-Trust Charges --

(Concluded from Page 1, Column 2) pool arrangement that brought about a monopoly in the fibreglass industry.

Mr. Boeschstein averred, however, that "for more than a year we have made our patents available to anyone, offering licenses to anyone in this country who wished to manufacture fibrous glass. Our patents were officially listed Oct. 1, 1946, in the Federal Register of Patents as available for licensing."

He said that Owens-Corning has not made an important move in the last nine years without consulting government authorities first.

British Eat Bad Food Due To Lack of Refrigeration

LONDON, England—On top of all his other troubles, the average Briton is being forced to eat a lot of dangerous food by the combination of an almost total lack of refrigeration and the hottest, driest period in England's history.

Food has been spoiling at an appalling rate. It has been estimated that as high as a fourth of the daily food supply was lost last month due to the acute shortage of refrigeration. Generally speaking, the average British home has no refrigeration of any sort. Even a regular supply of ice is non-existent.

The only type of food preservation in wide use is the traditional "larder," a stone receptacle which is kept out of the sun. But this system proved inadequate to prevent rapid spoilage during the recent hot spell.

In an effort to use all foods possible, housewives have begun to cook them at once. But even this is not safe.

Subjecting foods to the "smell" test before cooking them is now almost standard practice. Observers say a lot of food in recent weeks didn't pass the test, but some of it was cooked and eaten anyway.

Leet, Ruffing Set Up L. & R.

SAN PEDRO, Calif.—L. & R. Refrigeration Engineers is the firm name under which Joseph W. Ruffing and Robert F. Leet have published a certificate that they are conducting business at 1915 South Pacific Ave., San Pedro.



Multi-louver Coils Meet Special Storage Needs

You've got to be fussy with some foods. Meat, vegetables, cheese and other foods with high water content dry out under improper refrigeration ... lose their natural moisture and flavor. Multi-louver gravity coils are designed to overcome this dehydrating effect. Coupling slow air movement with high humidity, multi-louver coils provide a gentle air flow that leaves flavor and moisture intact.

Multi-louver coils are made by McQuay's exclusive hydraulic expansion method that locks fins to tubes in a permanent mechanical bond. Aluminum louvers serve to direct air flow and to catch and drain condensate from the coil section.

Available in a range of sizes to meet any walk-in or storage room application, multi-louver coils can be obtained through your refrigeration wholesaler. McQuay, Inc., 1607 Broadway St. N. E., Minneapolis 13, Minn.



Flowers, too, need special refrigeration. Multi-louver's gentle, moist air bath keeps them fresher ... longer. Picture above shows a typical installation.



McQuay

EVERY PHASE OF REFRIGERATION AND AIR CONDITIONING



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